

The McHale Factor: Dynamic Duos

BOSTON CELTICS PRIDE

Volume 1, Issue 20
October 20, 1986



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Red Auerbach and Jan Volk

Looking To The Future

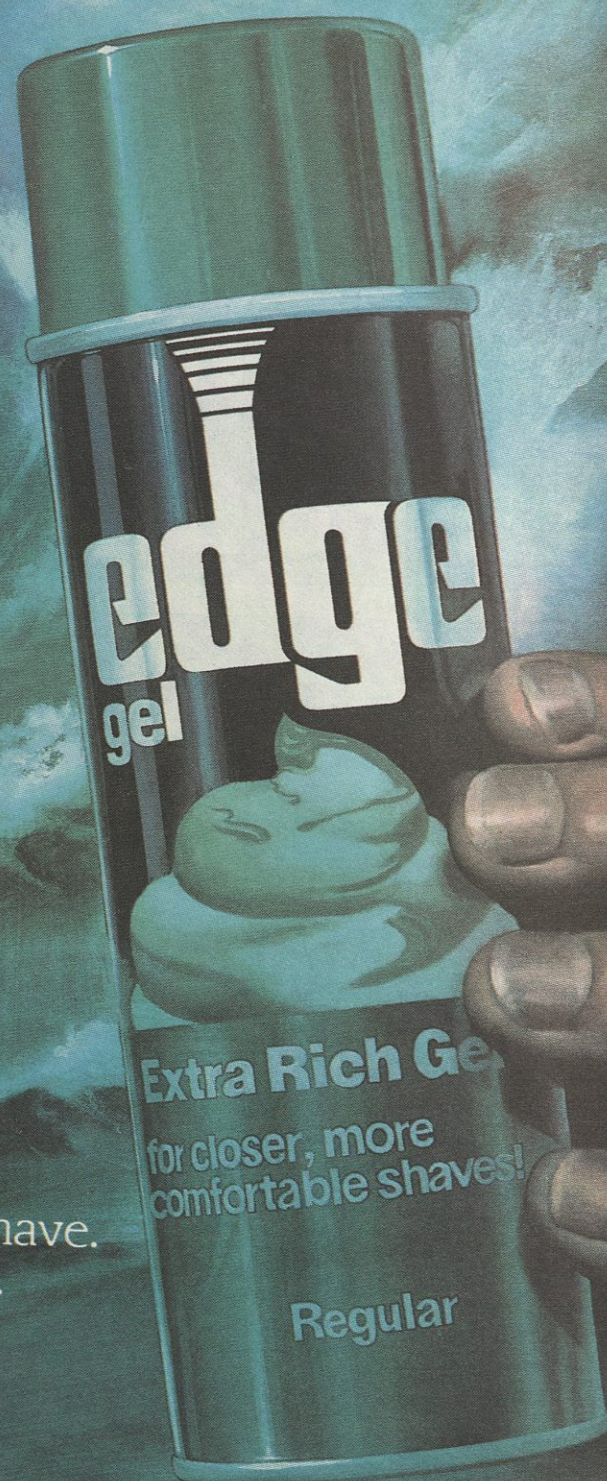
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BOSTON CELTICS PRIDE

VOLUME 1, ISSUE 20
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Cover . . .

The Celtics braintrust Red Auerbach and Jan Volk have a continuous job of fine-tuning the Celtics for the future. The current team cannot be called young, therefore special emphasis is now being put on the future.

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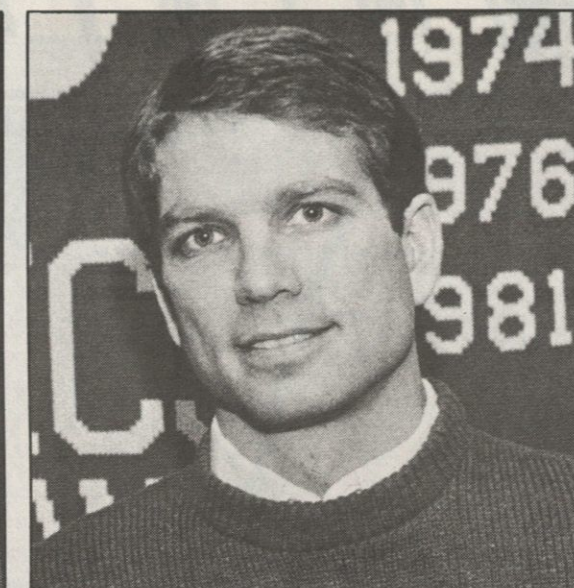
Charles Bradley has no regrets in leaving the NBA. Basketball is still the focus of his life . . . as assistant coach at Wyoming.

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Joni and Jerry : Happy with their new life in New England.

Eastbound

"I had some real reservations about coming east," reported Joni Sighting from the Sighting family home in Indiana. Jerry Sighting is the Celtics' 3rd guard, who was obtained by the C's during the off-season in 1985.

"My feeling was that the pace would be terribly fast in the east. I think people have the impression that the midwest is slow, uninteresting. That's not true, but I was still looking forward to coming to Boston and experiencing a new area.

"We had never gone east—only to the south and west, and of course, Jerry played in Indiana and this is where we grew up.

"We had a great year in Boston—the people there were very nice, and the Celtic organization was extremely helpful. There's a real feeling there—the orga-

nization seems to care about their players.

"In Indiana, there was always a feeling of pessimism. Like, what's going to happen next (to make us lose)?"

The Sightings are building a new home in South Natick. "We'll be much more settled this year; we had to move three times last season and the kids never did get settled."

The Sighting's have two young children.

"We might settle there, and I didn't think I'd say that last year at this time. It depends on what Jerry does when he's through playing.

"He's personable; I think that comes from not being the superstar of the team. He's not always plagued with attention and an overkill of reporters. It helps a player get along with writers and other media types. It helps you get along better in the long run."

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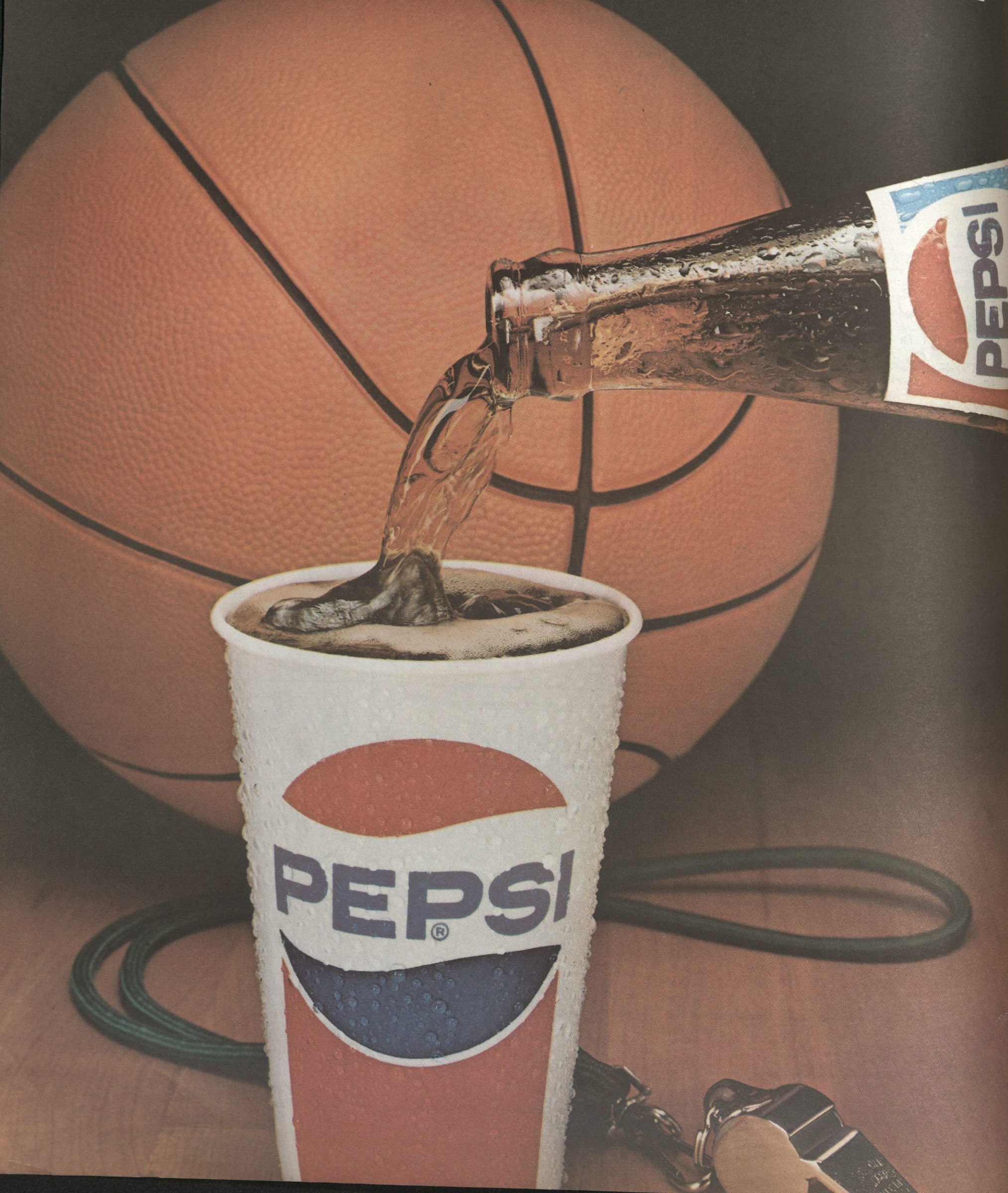
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FAST BREAK



BOSTON CELTICS PRIDE



Ask Red Auerbach

QUESTION: When will the 1986 championship banner be hung in the rafters of the Boston Garden? Will it be during the first pre-season game, during the first regular season game or at some other time during the season?

Eric Grossman, Waltham, Mass.

RED'S ANSWER: We will once again be adhering to our long-standing tradition regarding the raising of this year's championship banner. We'll be holding the ceremony prior to our opening regular season game—on Friday, October 31st against the Washington Bullets. David Stern, the Commissioner of the National Basketball Association, will present our owners, front office staff, coaches and players with their rings on the Garden floor, and then we'll all head to the east end of the court to haul the newest banner to the rafters. I'll tell you—I think this is one of the most moving and symbolic ceremonies in sports, and I'll never get tired of doing it. By the way, the game and the ceremony will be telecast live nationally on WTBS and locally on Sportschannel.

QUESTION: Have the Celtics ever lost a playoff series after winning the first two games? If they have, when was it?

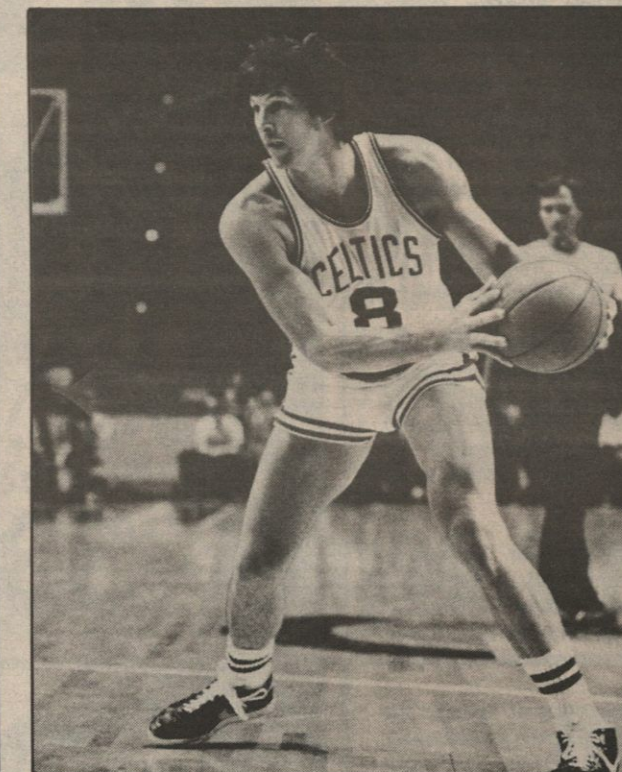
Robert Cote, New York, N.Y.

RED'S ANSWER: I've got a pretty good memory, but I had to look this one up in our Media Guide to be sure of it. I was sure that we had never lost a series after winning the first two games, and I was right. But I remember very well the only time we ever won a series after losing the first two games. That was in the championship finals in 1969, the last championship we won in the Russell era. That year, the team's record had dropped to 48-34, the worst it had been in 13 years, and we had finished a distant fourth in the division. Everyone in the league expected that we had very little chance of repeating as champions. And when we lost the first two games of the series in Los Angeles, it looked hopeless. But these guys were real champions, who went on to win the next two games in Boston. Then, after losing game five back in Los Angeles, we won game six at home and then held on to win the final game in L.A., after nearly blowing a big lead. That team defied the odds, and even though it marked the end of that dynasty, it was a grand and glorious conclusion.

QUESTION: I've heard that there is a possibility of expansion in the NBA. If so, what cities do you think will be the leading candidates?

Debbie Holden, Charlotte, N.C.

RED'S ANSWER: Expansion has been the subject of discussion in the league for the past year or so, and I think we are close to coming to a decision. There will be a meeting of the league's Board of Governors in mid-October to discuss the issue. As I understand it, the six cities that have already submitted applications for an expansion franchise are Minneapolis, Toronto, Orlando, Miami, Orange County (Calif.), and your own city—Charlotte.



Scott Wedman's versatility is what coaches look for.

QUESTION: I understand that the Celtics have signed Fred Roberts of the Utah Jazz to a free-agent offer sheet. Why? Can he help the team and will he get a chance to play?

William Rooney, Hudson, N.H.

RED'S ANSWER: It's always been my theory that you can never have enough good players, and Fred Roberts has proven in his limited NBA playing time and at our rookie camp last summer that he is a good player. I don't really believe that our team has many needs going into this season, but we feel that Fred Roberts can help us now. He can run the court very well for a big man, shoot well from outside and can rebound and play defense. By the way, as of this writing, we have not yet signed Roberts to a contract, just to an offer sheet; Utah still has the right to match that offer. But the Jazz are very deep at the forward position, particularly after their deal with Detroit this summer brought Kelly Tripucka and Kent Benson to the team.

QUESTION: What is the most difficult part of being a coach in the NBA?

Thomas Cook, Houston, Texas

RED'S ANSWER: I think any coach, at any level, would tell you that the most difficult part of coaching is actually making the cuts. It's so hard to tell a kid that he's just not good enough to play, especially when you know how hard he's worked and how much the game means to him.

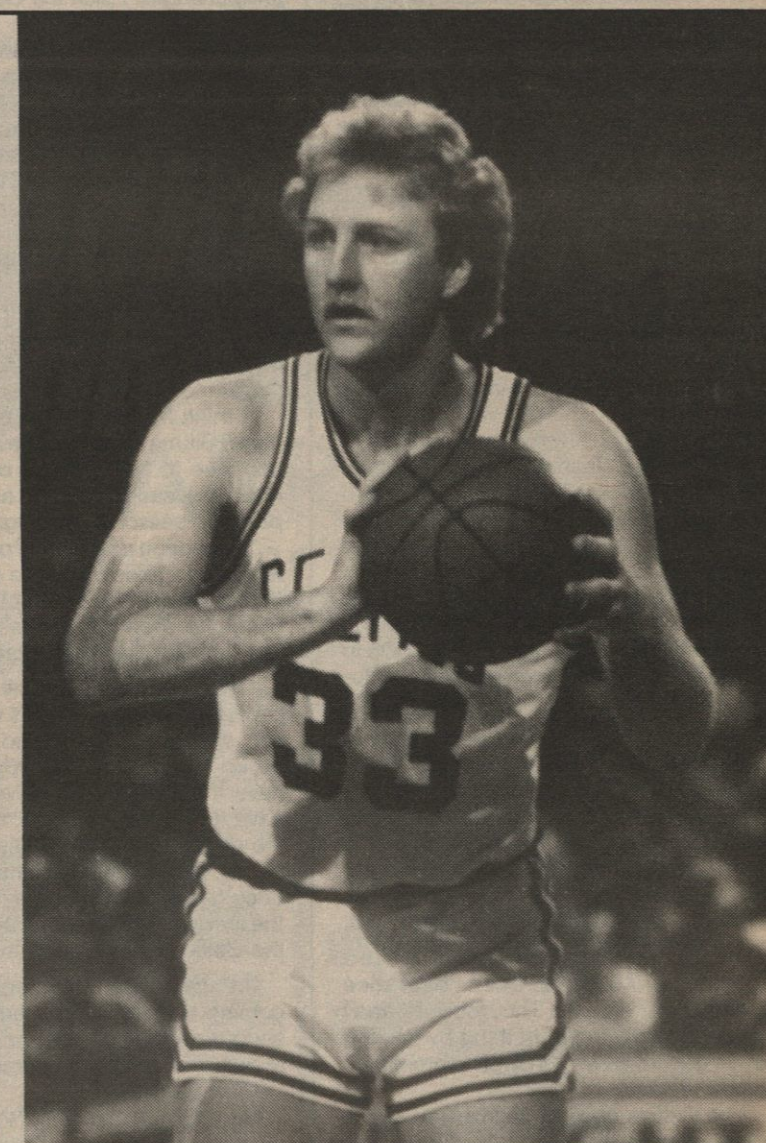
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BOSTON CELTICS PRIDE

Local Media Agrees

Celtics Will Win If . . .

Injuries and age. Perhaps this will be the theme of the 1986-87 Celtic team, like the haunting refrain in Poe's poem: *The Raven, Nevermore!* As this proud veteran unit attempts to repeat their championship of last season (not even close to a year ago), they will have to defend as much, or more, against age and injuries, according to a poll of eight local media types.

"Listen," advised Leigh Montville of *The Boston Globe*, "I'm a believer in Larry (Bird). You and me and Larry could win it . . ."

But, "Age often means injuries and that's something the Celtics will have to guard against all season," warns Mike Carey of *The Boston Herald*. Following are the statements of the local media, sampled randomly.

Mike Grenier, Salem Evening News: I think the Celtics have a better chance of repeating than most have in recent years. A year older will spell some problems, but there won't be any appreciable dropoff of talent.

Sixty-seven wins will be difficult because the Eastern teams have beefed up since last year, particularly Washington. And you can't expect New York to have the same injuries they had last year. Philadelphia will be a sleek, fast team, and Doctor J. may not even start. The Celtics may win 8 or 9 less games, therefore, but it might toughen them for the playoffs.

"In the West, I think Houston has taken over that conference. There's no way that a 40-year old Kareem will be the same threat going into the playoffs. Houston is the team head and shoulders over the West. But LA is still a threat—based on experience and talent."

Mike Carey, The Boston Herald: A lot of teams have improved: the Celtics are the oldest team in the league who have gotten a year older. I look for Boston to have a tougher time this year. And a difference which will show: they will have a near impossibility winning 60 over the regular season.

"In the East, the teams have improved—Philadelphia, Washington, Milwaukee, and New York, with any luck. Bernard King says he'll play sometime this year. I think the Celtics continue to be the best team in the East, and their major hurdles will be age and injuries. Last year, the Celtics had only one injury—McHale in mid-season. Then Wedman went down in the playoffs. They were extremely fortunate last year.

"In the West, Houston will be the team to beat. The Lakers have made no major changes—they would consider trading James Worthy, but it's hard because of the salary cap. You see, it's tough to justify standing pat when you lose four straight (as the Lakers did to Houston in the playoffs). The Celtics can stand pat, having won the championship.

"Bias would have been insurance against the age factor. They lost him, and I believe they did the right thing by making no major moves. Change sometimes comes of itself.

"The Celtics have to be favored—but a couple of major injuries during the season,

or a major injury in the playoffs would mean defeat."

Leigh Montville, The Boston Globe: "The Celtics have no problems. On the same continuous line.

"I think they have seen what happens in their own recent past after having won, the dangers of being even a little complacent. I don't think the Bias thing will mean anything. He was a brilliant talent, because of that he would have caused a logjam and confused things. He would have been a "problem" this year, but a help down the line. One too many talented players . . .

"The thing about the Celtics repeating is the Celtics are always the target, teams always get up for the Celtics. But hard problems exist: the length of the season, teams do slack off after winning it. "But I think Larry (Bird) wants to do it."

Mary Shane, Worcester Telegram: The Celtics are unchanged, and they still appear the favorite. I think Milwaukee, who has always lingered in the top six, has helped themselves immeasurably by adding Jack Sikma.

"The change this season is with the other teams. The Celtics are a year older, but they're still the best team. The problems with the remainder of the league is how well they are able to adjust to their own changes. I pick the Celtics to repeat."

Mike Fine, Quincy Patriot-Ledger: "I believe the Celtics will do almost as well as last year, assuming they don't get bogged down with injuries. They are the best, they are the deepest—

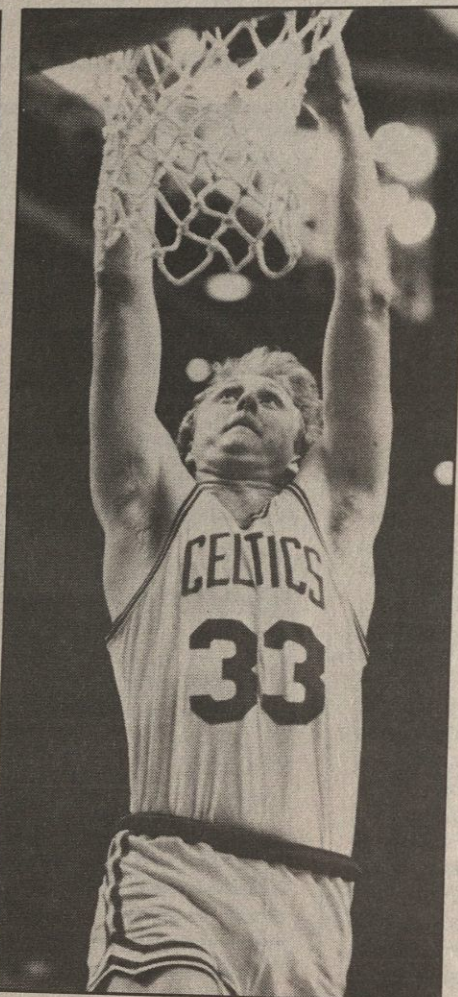
But much of the rest of the conference is deeper, too. Washington and Philadelphia essentially shuffled players, but it's more than that. The Bullets, besides adding Moses Malone, got Jay Vincent, and I respect his game. But Philadelphia has the additional question marks: Will they sign Mo Cheeks? Will Andrew Toney be the same player?

"I think Milwaukee will be tougher with Jack Sikma and I believe Atlanta will continue to be a strong contender. And New York can't be as bad as they were the past two seasons, with regard to injuries. "Repeating is always a problem—there is always a letdown by the champion, and this season, the teams around the league have improved themselves. But I believe the Celtics have what it takes to win.

"That's an attitude—Bill Walton, I believe, typifies that, with his victory dances and speeches. There's no question he'll be up for the task. And Bird, and Ainge have the same competitive attitude. You have it in the front court, the center, and the guards. Also, the Celtics' schedule is easier: last season they had 28 back-to-back games, this year they have 22. Plus, the area around Boston is so involved with the Celtics. They'll keep the team 'up.'

"In the West, Houston, the up-and-coming team, still looks best. LA still has serious problems: older, and the emotional hump of defeat to overcome."

Mike Lynch, WCVB-TV: Unless some other team emerges and plays better team



How can anyone bet against Larry Bird?

basketball, I don't see why the Celtics shouldn't repeat.

"I believe that over a 100-game season, including regular season and playoffs, the team with the best 8 (players) wins. And that remains the Celtics.

"The chief competitors will be Washington, with Moses Malone and 'Big Sky' Manute Bol. Atlanta will be strong again. In the West, the Rockets should do it—Kareem will be 40, although I'd still take a 40-year old Kareem over a 22-year old Billy Cartwright.

"A jinx about repeating? I don't think it will mean anything."

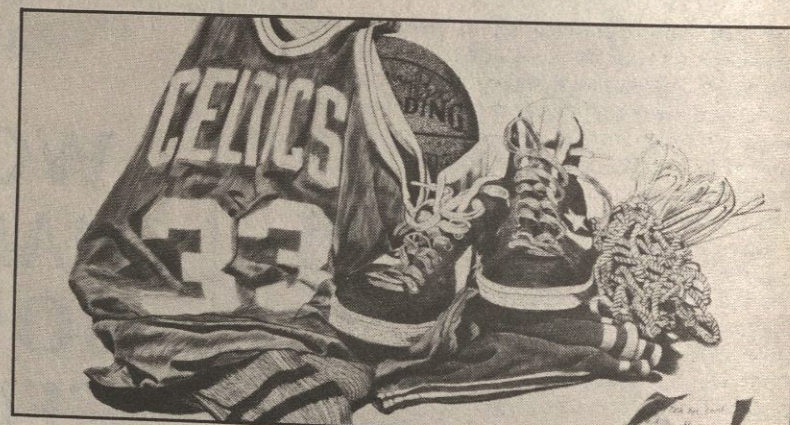
Bob Neumeier, WBZ-TV: "The Celtics will win it. I see no reason they won't, barring an injury to Larry Bird."

Bill Griffin, Middlesex News: Age and health are the two factors they must contend with—especially to Bird and DJ (Dennis Johnson). "Last season every team in the Atlantic Division had injuries . . . New York with Ewing, Washington with Ruland, Philadelphia with Malone and New Jersey with Dawkins and Richardson.

"If Bird stays healthy, it's hard not to see them in the finals.

"And I feel they would win, unless Houston was able to obtain Michael Cooper. (Los Angeles owner) Jerry Buss has financial problems . . . if Houston had Michael Cooper, they would have three players to bother Bird: Robert Reid, Rodney McCray, and Cooper."

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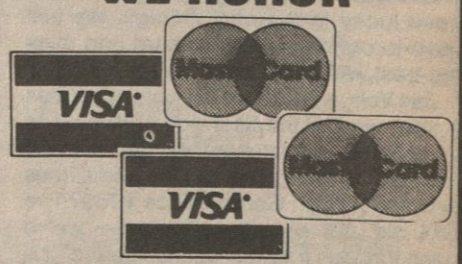
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Celts Stress Strong Structure In Facing Future

By Bob Schron

Red Auerbach was standing in a hotel lobby in Milwaukee three years ago. It was the spring of 1983 and the Celtics had suffered the most humiliating defeat of their proud championship history. The night before, Milwaukee had stung the Celtics for the 4th straight game, sweeping the C's from the playoffs. In the midst of this athletic destruction, Auerbach was asked about wholesale changes for the Celtics. The Green had appeared to be in sad disarray against Don Nelson's Bucks.

Red drew some lines verbally, quickly. "We went a long way this year," he said quietly. "Even if the defeat appears one-sided, we are still a playoff contender. What you do is make small changes..."

A month later, Auerbach made the only trade of the most recent Celtic championship club, 1984 version: He sent Rick Robey to Phoenix in exchange for Dennis Johnson. A year later, the ignominy of Milwaukee was a distant memory and the Celtics were back in the throne room.

In a recent wide-ranging interview about the Celtics' future, Auerbach's successor, General Manager Jan Volk, has stressed similar opinions about the Celtics, 1986 model. "We're very satisfied with the way our team is," commented Volk. "It's hard to make predictions about the shape of our team down the line. We (right now) want to stay healthy, see what's available in future drafts and trade options."

"Teams have to adjust—a generation of a team is generally 4-5 years in this league. Teams turn over quickly, they may go from very bad to surprisingly strong quickly."

The Celtics and Volk are keenly aware of the recent past as they assess the coming years. In 1977, the Celtics were coming off a championship year, and had the security of a splendid future in the venerable Cedric Maxwell, that year's 1st choice. Suddenly the heart of the team aged (John Havlicek), became injured (Jo Jo White), and overworked (Dave Cowens). The mighty tumbled to the cellar of the NBA.

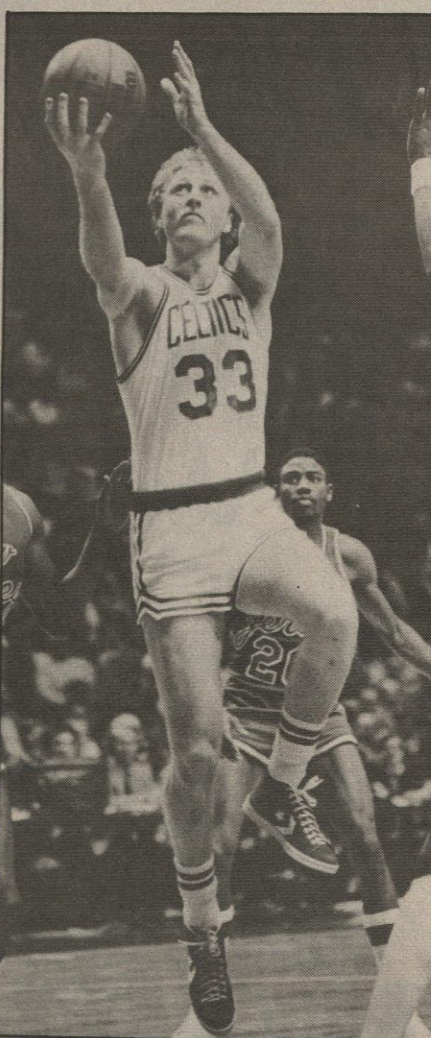
"We did get old then," admitted Volk. "But we took Bird, and that 'gamble' worked. We took that same risk with Seattle in 1985 and that almost worked. Our future was brighter with Len Bias on draft day, but then he died. We had the (all too quick) enviable position of being on top and having a player of superstar caliber coming in (in Bias)."

"That's been denied to us. "But I don't get into matters like fate, or 'what's meant to be.' The way our organization has to approach it ideally is that we worked hard to put that whole deal together and we worked hard in the interim to win a championship. Bias's death was the ultimate bad luck—we've been lucky in the past, though. We just have to continue working hard and think the best will come out of everything."

Jan Volk, as he looks from his office, has a clear view of the East side of Boston. Is an arena in the foreseeable future for the team, which has played in the sometimes beloved Boston Garden since 1950? The GM did not care to comment—"we've been through it so many times before," he stated.



It takes a strong structure to take Red with you everywhere.



You can't replace Larry Bird.

Volk did have some ideas about the structure of the league. "I believe the salary cap should be retained in some



A Michael Jordan type is desirable.

form when collective bargaining begins. Negotiations will be difficult—that's just the nature of these things. But the cap is

essential in some form—as teams' revenues have increased, players' salaries have risen accordingly. I believe if an unbridled player movement was allowed, the end result would be potentially destructive in five years.

"Regarding expansion, I believe the league is pretty healthy right now and I think the fact that there are six viable communities applying for entry into the league is an indication of that. That will be up to the owners and more will be known after the Board of Governors' meeting in mid-October."

"We have been affected in different ways in the past when expansion has taken place. We lost Jeff Judkins—who I think would probably have still been with us—in 1980 when Dallas entered. But on the whole, we've managed to do quite well in expansion years. The best player we lost to new teams has been Wayne Embry in 1969 to Milwaukee. Embry was a very good backup center to Bill Russell."

How would the team look with Larry Bird in a reduced role?

"I don't ever see Larry Bird in a reduced role. I couldn't even speculate about it. Larry plays for the enjoyment of the competition, and he plays for the best he can be. He's the most highly motivated superstar I've ever seen. Rarely satisfied with his past accomplishments—he has to prove it all again today. And he's contagious. Others pick up on it. Bird's very, very bright. He sizes up situations quickly: the people involved, what to expect from situations. His wit is incredibly sharp."

"Larry's a leader, primarily by example. But, also: He's a leader within the organization, within the team."

"Do you replace a Larry Bird? No! There have been a lot of great players who have come through here and they have never been replaced, either. We failed to replace a Russell. A Cousy. A Havlicek."

"What you do is fill the void in other ways. You plan constantly—but with a built-in flexibility. The ideal is to continue upgrading your level of excellence."

Volk concluded by discussing his idea of the trends in the modern game. "Oh, I think the game has become decidedly bigger, teams following our model, Houston's model. The return of the small guard, the Spud Webb-type, is similar to the Kevin Porter/Calvin Murphy in the mid-seventies. That seems to persist."

"The Michael Jordan types, i.e., players who play above the rim, will always be a desirable commodity."

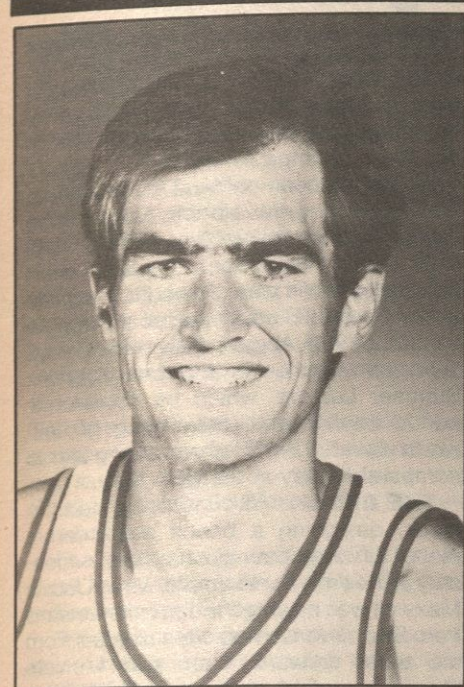
"But teams will always be looking for Jordan-types. They happen to be one-in-a-million, almost. Teams will always be searching for super players like him."

"But our style, as we play it now, will endure."

"Effective team offense, strong team defense. We run the fast break quite successfully, rebound well, execute our half-court offense. We always have played the fundamental game and played it well. As a team, we use the style which has served us well as a basketball guideline for our future."

"We pride ourselves on continuity—our coaching staff and front office structure works well and in an integrative fashion. I believe we will remain stable in that area."

By Bob Schron



Fred Roberts: Utah wasn't serious.

The Celtics signed Jazz Forward Fred Roberts to an offer sheet September 10th and at press time were awaiting word on the Jazz' reply. Because the Jazz made little attempt to bring Roberts back to their team (either during the season when the player's playing time was limited, or in the summer when they made no attempt to sign him), there was reason to think the Celtics could keep the player. With the Jazz' acquisition of Kelly Tripucka and Kent Benson, the door appears open for the Celtics. The Jazz have the two ex-Pistons, Thurl Bailey, Karl Malone, Marc Lavaroni, Jeff Cook, Carey Scurry, Mark Eaton, and Steve Hayes in the frontcourt. That is surplus, but these players are not all better players than Roberts, a fact which might become meaningful in Salt Lake City as they know of the Celtics' high opinion of Roberts.

Roberts' offer sheet for the Celtics included \$150,000 the first year and \$215,000 for the second with \$100,000 guaranteed both years.

Roberts finished as Brigham Young's #2 all-time scorer and earned a second round selection by the Bucks in 1982, but he chose to play in Italy that year. He

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Celtics Sign Fred Roberts to Offer Sheet

returned to the NBA for the 1983-84 season with San Antonio; his rights were traded first to New Jersey and then to the Spurs. He was traded to the Jazz in 1984—each trade indicates his market value: the Bucks traded for Phil Ford, then a fine playmaker; the Spurs ceded Coach Stan Albeck; and the Jazz gave up two 2nd round draft choices. In limited playing time off the bench, Roberts has averaged

6.4 ppg, 2.6 rebounds and 88 blocks and 66 steals.

"I didn't feel Utah was serious about keeping me," Roberts said recently. "I went to the Celtics summer camp (in August at Brandeis) with the idea of creating a positive impression. Jan Volk has worked things out."

"I never understood why the Jazz buried him," Larry Bird told Mike Carey of

the Herald.

"He looked to be a helluva post-up player," says K.C. Jones. "He's a natural scrapper."

The Celtics are satisfied with the nucleus which turned out one of the most successful seasons in league history. Still, minor changes often add interest and incentive in teams, youth-oriented and veterans alike.



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How the Champions Were Built Designing the Dynasty

by Bob Schron

The 1985-86 NBA Champion Boston Celtics played several levels above the remainder of the league last season. Simple factual statement, supported by the now all-too-familiar facts, since training camps open next week. But the numbers are clear: 67-15 regular season record; 50-1 at the Boston Garden, counting playoff encounters; and finally, in the playoffs, the C's won fifteen of eighteen contests, swept Milwaukee in the Eastern Conference finals, and won it all.

Remember the 24-0 run against a very fine Hawks' team in the semi-final round? The Bird-team was peak experiencing, and now they have won the title two of the past three seasons.

The Boston Celtics compare with the baseball New York Yankees and hockey's Montreal Canadiens as sport's longest running dynasties. Presently the Celtics are the best team and sports organization in the business and it is a worthwhile matter to explore. How was this Celtics model designed? In an era when guaranteed contracts, free agency, and salary caps determine athletic motivation as much as winning titles does, the Celtics continue to raise flags—as they did in the fifties with Russell and Cousy, in the sixties with Russell and Havlicek, in the seventies with Cowens, Havlicek, and Jo Jo White. Now, it is the Bird Team.

RED AUERBACH. The present chapter of the success story begins somewhere in Boston, Red headed out to Logan Airport to catch a plane to New York. It is 1978, the C's are in disarray, being owned and controlled by ex-ABA owner and showman, John Y. Brown. Auerbach is contemplating moving on to New York, to work for the Knicks and good friend Sonny Werblin. In the course of a conversation with the cab driver, Red senses a feeling in his own gut: He can't bail out on the Celtics, the team he's been with virtually from the beginning, in 1950.

Auerbach decided to stay in Boston. In a master stroke, he had drafted as a future, All-American Larry Bird, from Indiana State. Throughout the entire following season, the worst (29-53) in Celtics' history, Bird would be the light which kept somnolent Celtic fires flickering.

LARRY BIRD. Bird had averaged 30.0 as a junior and had taken Indiana State into the semi-final round of the NIT. This was a dream player: .524 shooter, post-up abilities, dominating rebounder on both boards, Cousy-like passer. Bird's heroics in the early years included the NCAA Final (defeat) against Magic Johnson and Michigan State—a loss, but the star value a total victory; Rookie of the Year in 1979-80. Two stories bring the Bird picture clearly into focus. First is an Auerbach maxim concerning the draft: "Don't panic, because other teams often don't know exactly who it is they want." On the day Auerbach drafted Bird, the Celtics organization was sky-high, as if they already won a championship. Second: Bird did not want to be pressured during his senior year, and Auerbach let it be known privately and through the press that he would not. Instead, he sent then current players (Coach) Dave Cowens, Rick

Robey, and Jeff Judkins to Terre Haute to watch the great 33. Call it subtle persuasion.

BILL FITCH-ROBERT PARISH-KEVIN McHALE. After the Celtics had fallen to the floor of the league in 1979, the team in disarray, Auerbach brought Bill Fitch in to coach the team. The team needed control, discipline (it rarely practiced full-court the year before). Fitch attracted friends, created enemies in four years here. But he did the job. He was a teacher, a researcher, a fighter and his teams fought. After the Celtics had gone to the Eastern Conference Finals in Bird's rookie season and lost, Auerbach and Fitch intensified their search for Big Men; Darryl Dawkins had whipped the C's inside in the 1979-80 playoffs. Fitch and Auerbach came up with the "Parish-McHale Deal."

Auerbach had laid the groundwork for the deal by trading a player he didn't want (Bob McAdoo) for Detroit's 1st-round draft choice and the right to sign M.L. Carr. Never one to hold much respect for statistics per se, Auerbach yet used stats to persuade then Detroit Coach Dick Vitale that it was a sound deal for the Detroit club.

When the Pistons finished last in 1979-80, the C's had the first choice in the whole draft. The players for choice: Joe Barry Carroll, Darrall Griffith, or Kevin McHale. Through the grapevine, the Celtic brass had assurance that they could still get the player they wanted (McHale), and obtain Parish, simply by ceding the symbolic Number One choice. Fitch developed Parish's inside game (they became enemies later), and McHale was a star from the beginning. In these players' first season here, the team won it all.

DENNIS JOHNSON-DANNY AINGE. 1982-83 was a low-water mark for the current group. Fitch was burned out, weary of struggling for identity within the Celtic family, and the players had stopped playing for him. Among the most hurt and confused was Robey, a 6-10 Center, once very talented, now out of condition because of a prolonged exile on the bench. And still, the Kentuckian had trade value—owing to the same philosophy which had driven the C's to seek Parish and McHale. The game was becoming bigger, and Phoenix, always a team of finesse, was seeking help underneath. In the C's office, a day before the 1983 draft, Auerbach

said to *Boston Globe* writer Dan Shaughnessy, "Watch this, I'm going to trade for Dennis Johnson!" A happy smile covered the Innovator's face. He obtained a key to two more championships.

Ainge had been on hand for two years, finally reaching the starting team as the Celtics were swept by Milwaukee in 1983 (with Gerry Henderson). It took a court fight, but Boston was allowed to keep the former Toronto Blue Jay baseball player in the fall of 1981. Ainge's skills were always there; a summer in the Los Angeles Summer League, which he dominated, added confidence. That feeling of self-worth elevated the Brigham Young star to comparable play at the NBA level.

THE BENCH. With the basic parts in place, designing a bench has been a matter of contributing what was necessary at the time. For example, when Cedric Maxwell was playing the opposite forward from Bird, defense was often needed from the small forward. Carr and McHale played important roles when the Celtics defeated the Knicks and Bernard King in the memorable 1984 playoff. Scott Wedman, obtained from the Cavs for Darren Tillis and financial considerations, has provided offensive thrust from the small forward and big guard spot. Jerry Sichting was critical this season because he was able to nail the open jumper, match opposing teams' quickness in the back-court, and because he possesses an ideal team personality.

The key to the past year's championship off the bench was Bill Walton. The redhead typifies what the Celtics' success means to the sport. A bonafide great player earlier in his career, Walton was down and out in 1979-82, victimized by a series of crippling leg injuries. But he rehabilitated his legs, let it be known he could and would play for the Celtics at a lower salary, and provided the impetus for the trade last summer (in exchange for Cedric Maxwell and a first round draft choice). Walton understood his role, accepted his physical limitations, and consciously agreed to play 19 minutes off the bench. It was a trade-off: he exchanged personal glory for the opportunity to play with the Celtics. The team attitude paid huge dividends personally; Walton won 6th Man of the Year in 1985-86. Finally, there are Rick Carlisle, Sam Vincent, Greg Kite, and David Thirdkill or newly signed Fred Roberts. In the latter cases, specific roles are required, and Kite turned in some important minutes in both of the last two season's playoffs. Vincent and Carlisle are polarities; Carlisle is a 3rd round choice who has persevered into the security of a guaranteed contract. Vincent was the 1st-round choice in 1985, and there are hopes for meaningful production in the next several years.

THE JONES STAFF. Finally, K.C. Jones has coached the team to two championships in the past three years. Alongside have been Jim Rodgers and Chris Ford. They have led the club through distinct phases: they were the perfect counterpoint for the period after Fitch—they stressed communication and player responsibility. As the team has matured, the coaches are demanding, in a controlled fashion. The players have a fierce will to win, self-constructed.

Charting the Champions

The following is the roster of the 1985-86 Boston Celtics who captured the NBA crown in dominating fashion. This box indicates the player, how obtained, the role of the player on the team, and significant basketball achievements on an individual level.

PLAYER	ROLE	HONORS
Danny Ainge (Draft)	Offense/Defense transition	All-American 1st Team 1981, NBA champion two times, 2nd in FT 1986
Dennis Johnson (Trade)	Point Guard Defense	MVP 1979 Playoffs, NBA 1st Team '81, All NBA Defense 8 times, NBA All-Star 5 times
Robert Parish (Trade)	Scoring, Physical Presence	All-American 1st Team 1976, All-NBA 2nd Team 1982, NBA All-Star 1982
Larry Bird (Draft)	Scoring, Passing Leadership	All-American 1978-79, NBA MVP 3 consecutive seasons, 1984-86, NBA All-Star all 7 years, Playoff MVP 1984 and 1986
Kevin McHale (Draft)	Inside Scoring Shot-blocker	Sixth Man Award 1984-85, NBA All-Star Game, 1984 and '86 All-Defense
Bill Walton (Trade)	Center, Team Defense, Boards	NBA MVP 1978, Playoff MVP 1977, 6th Man Award, 1986, All-Star NBA 1978, All-Defense 1977 and 1978, All-American 1972-74
Scott Wedman (Trade)	Defense, Off-Guard relief	All-Rookie Team 1975, All-Defense '86. Record for 1-game FG %, 1985
Jerry Sichting (Trade)	Outside shooting	NBA championship team 1986
Rick Carlisle (Draft)	Relief Minutes Off-Guard	NCAA Final Four, ECAC North Co-Rookie of year, 1984
Greg Kite (Draft)	Relief Minutes Power Forward/C	Final Eight, NCAA 1981, critical minutes, The Finals, 1985-86
Sam Vincent (Draft)	Point Guard off bench	All-American 1985 Michigan State MVP for 3 consecutive years
David Thirdkill (Free Agent)	Pressing Defense Small Forward	First round draft choice, 1983, Phoenix.

Summer School Star

Kite Soars in Summer Pro-League

Greg Kite will never complain too much about his role on the Celtics, which is serving as caddy to frontcourt stalwarts Bill Walton, Kevin McHale and Robert Parish.

After all, Kite does his job well when called upon, and his three seasons with the C's have netted him two championship rings.

But that doesn't mean Kite doesn't want to improve his game, nor does it mean that he doesn't have visions of becoming a more prominent player somewhere down the road.

That's why, rather than spend the entire summer relaxing at home, Kite wandered out to Los Angeles to take part in the Southern California Summer Pro Basketball League.

The Celtics, unlike some NBA teams, don't field a team in this league. Kite went out entirely on his own.

"I just went out there for the experience and a chance to work on some things," the 6-11, 250-pound Kite said.

Kite got plenty of playing time—he took part in nine games in 11 days seeing about 35 minutes of action each outing. He would up averaging about 14 points a game and led the league in rebounding with 13.5 a game, narrowly beating out Laker forward A.C. Green.

"It was okay," the self-effacing Kite said about his performance. "It wasn't anything special."

Actually, Kite deserves much more credit than that. This wasn't a league populated by local gym rats, but one which hoopsters of some note participated in to hone their skills. For example, Green is no fringe player, but a young talent who should be around the NBA for a long time.

Fellow Celtics David Thirdkill and Rick Carlisle also played on Kite's team, which lost in the league championship game. Others who joined the current Celtics were Jeff Lamp (a former Portland Trail Blazer number-one pick who saw time with the Milwaukee Bucks and San Antonio Spurs last season), Fred Roberts (a Brigham Young teammate of Kite and a Utah Jazz player of some repute who recently signed with the Celtics), Dan Schayes (a current Denver Nugget and former number-one draftee of the Jazz), Washington Bullet Tom Sewell, another number-one pick, and ex-Virginia star Jim Miller.

Dallas Maverick Mark Aguirre and Detroit Piston luminary Isiah Thomas both showed up and played with Kite's team for a game.

What were the benefits of Kite cutting into his offseason to travel to Los Angeles for summer basketball?

"Maybe none," he says with a laugh. "It's just a chance to gain some playing time against pretty good players in an organized setting and under NBA rules."



Greg Kite led the league in rebounding.

"I played a lot of minutes and tried to work on some things. It was good to practice and develop skills. The players I played against were of the same caliber (as those Kite faces every night during the

regular season), but there were some good NBA players."

To Kite, the key was playing time. He is quick to point out that he played almost as much in 11 days as he had in any of his first three seasons with the Celtics.

And what was Kite working on when he was on the Loyola Marymount University hardwood?

"I worked on everything," the Houston native said. "I want to be a better all-around basketball player. I worked on offensive skills—shooting, rebounding, fast break and passing."

When he was in these summer games, Kite took the goings-on seriously. He didn't merely put in his time, then head for the nearest swimming pool.

"You're playing full, regulation games," Kite said. "It's not like you're out there trying to do one thing. You're out there trying to win and trying to make yourself a better player."

Is Kite a better player as a result of his stay in Los Angeles? He's not about to delude himself into thinking he'll lead the NBA in scoring and rebounding next season.

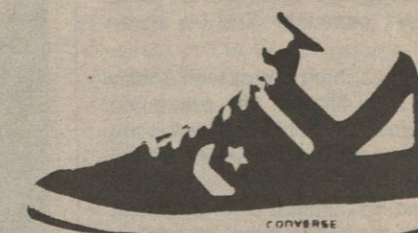
"You don't notice improvement from a short span like that," Kite said. "It's a gradual process. My main point in going out there was to help me improve, but you can't say 11 days after going out there that I'm much better."

MICKEY FINN

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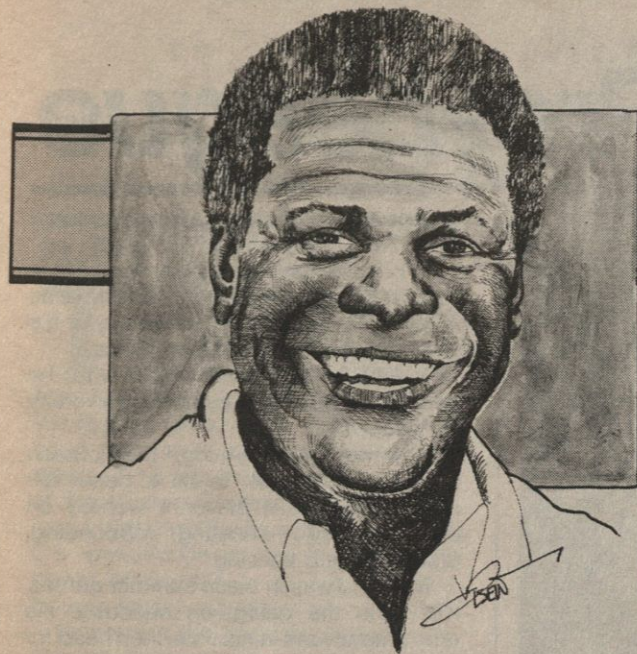
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K.C.s Corner

No Apparent Improvement, But We're Older

Each September brings with it the feeling that it is time to go back to training camp, this year, with the pleasant memory of our championship victory over Houston last June. The nature of the professional game ensures that 1986-87 will be a difficult year for the Celtics as Defending titleholders. We are up against it—other teams in the East, including Philadelphia, Washington, Milwaukee, Chicago, Detroit, and New York, have made tremendous improvements in personnel. And here we are: no (apparent) improvement and older.

However, we signed Fred Roberts to an offer sheet and on the basis of what he accomplished at rookie camp, I believe our decision to sign him was a positive move.

Our experienced nucleus, however, is our strength. We understand the hazards of defending champions: foremost is that we concentrate on the regular season. The Celtics must perform effectively during the regular season before we can even discuss repeating. At that point, if we are competing in the championship finals, there will be plenty to talk about.

SUMMER PLANS. We had a busy summer, a summer when the championship seemed to be forgotten quickly. We were off to Europe in the middle of the off-season for international basketball clinics in Switzerland and Madrid, Spain (held in conjunction with The Goodwill Games). We had an opportunity to get a close look at some international styles, which impressed me greatly. Europeans, including the Russians, are fascinated with the 3-point field goal rule, however. They will ignore fundamentals and sound game judgment—in order to fire up three pointers.

I hosted the teaching clinics with Bobby Knight and Pete Newell. We presented demonstrations and charts, stressing fundamentals. I believe the talent is very high world-wide for our sport, but the level of understanding parallels ours of soccer. Basketball is American from its origins. But the clinics were instructive in themselves. I believe I share a common pool of knowledge with coaches like Knight and Newell. I stress the defensive end, as does Knight. I believe in the passing game on offense, as Newell proposes. But, you learn about the game from any level, if it's executed well.



K.C. Jones won't rest.

I recall, during the final series last year, we were exchanging ideas about Houston, scouting some college players at the same time. Suddenly, I caught myself looking beyond the individual player, at the play the team was executing on offense. We ran the play back on the tape, jotted it down, and used it during the Houston series.

I think the game this season in the NBA will be essentially the same, with perhaps more stress on the passing game against packed in defenses. The idea will be to get open shots for your key people as close to the basket as possible. Therefore, look for more passes in the halfcourt game, and more isolation from teams to find as much room as possible for their best shooters.

OTHER COACHES. I was asked recently to name some other coaches around the league who I respect. It's a difficult question, open to the second guess. With that appropriate hedge, I named Pat Riley of LA, Lenny Wilkens of Cleveland, Billy Cunningham of Philadelphia (retired), and Dick Motta of Dallas. I respected Cunningham; he coached under some very trying conditions, won a championship, and was able to leave with dignity and a smile on his face. I coach the

same way as Riley and Wilkens; I emphasize communication, I emphasize letting the players play, while I coach.

My approach is: Players should have space to perform up to their abilities. Teammate to teammate. My responsibility is to get across an understanding of what we're trying to do out there.

The playing of the game should come from the players, not from the coach. Every player should have some playing space—(They are satisfied) and there's an understanding of roles out there on the court. As a coach, I know what I want out there, what I want done, or not. I won't pull players out if they make isolated mistakes. Who is perfect? Besides, then you close the player's space.

I respect Dick Motta's approach to the game. His teams run the ball intelligently, and when the break is not there, they execute their set offense very well.

RED AUERBACH. I've been thinking about Red lately, with the camps ready to open. One cannot ever say enough about the man's influence on the game and on the Celtics. We still run the break, from Red's stress on fundamentals. When Red coached, the Celtics always started the season fast.

RECOGNITION. Personally, I don't seek it, never will. The loquacious types will always have it, quotable messages for the media. I'll be happy to accept what comes my way, especially if we are in the Finals again. I'll do my talking at that point in time.

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Roster Cuts: The Unkindest Cuts of All

By Tony Cooper

In the NBA, many are called, but few are chosen. This is the time of year when training camps open up, and many able-bodied basketballers are giving it all they've got to stick with an NBA club.

Unfortunately, most of them won't make it. With only 276 jobs available in the entire league and perhaps one or two open roster spots per year, the competition for jobs is ultra-fierce.

In most cases, when these players are cut, waived, released whatever nomenclature you want to use, it will be noted in the far reaches of your local newspaper in the agate section—the insignificant small type. More often than not, these transactions will go unnoticed by the average fan. These moves are part of the sport, much like a layup, rebound or free throw.

That is the case. However, what mustn't be forgotten is the people involved are actual human beings, not merely numbers on a roster sheet. A cut player represents a shattered dream, or at least one that's been deferred, not by choice.

Then there's the more practical aspect. That cut player has been pushed out to the unemployment line.

"It's not easy in any walk of life," Los Angeles Laker Coach Pat Riley says. "When you're managing or coaching or in charge of a group of people, that's reality of what competition and professional sports are all about. You have to look at that way."

"You can't be emotional about it (getting rid of players). That's my job."

But it's one part of the NBA coach's job description that he could probably live without. But, of course, that's not possible.

"It's definitely not easy," Sacramento Kings Coach Phil Johnson says. "You get guys who've had dreams of playing in the league their whole life, who're working hard and have high hopes. He gets a taste, then you tell him he's not good enough. It's the toughest part of this job."

Phoenix Suns Coach John MacLeod agrees that telling a player he's not good enough or unwanted is distasteful.

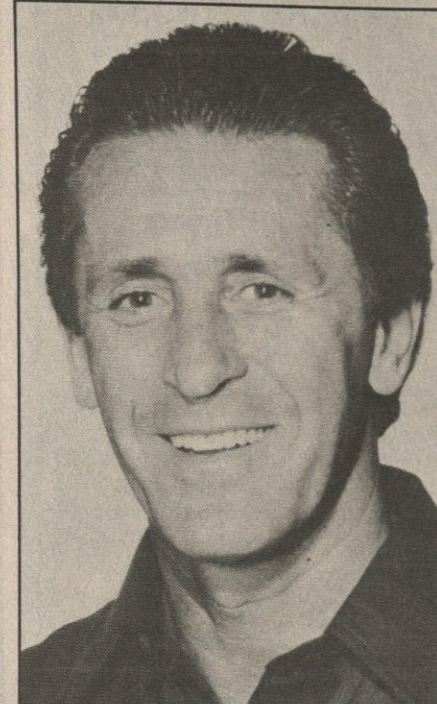
"Particularly if the young man has really applied himself and is a good person," the veteran coach says. "You'd like to see everyone make it, but you're bound by the roster—you have to make cuts. Some are difficult to make, and it's difficult for players to accept it."

"But it's a business and it must be done."

What separates pro basketball from other sports is there are only 12 players, a couple of assistant coaches, the head coach and a trainer. These individuals are constantly together, and because of the small numbers, everyone gets to know everyone else quite well during the course of a year. Such isn't the case with baseball or football, the latter involving close to 50 players per team.

The limited ranks are evident in training camp as well. For example, most football teams have over 100 players in camp, where there may be only a handful of rookies in an NBA camp. And usually, the difference in the ability of folks trying to crack a roster is virtually indiscernable.

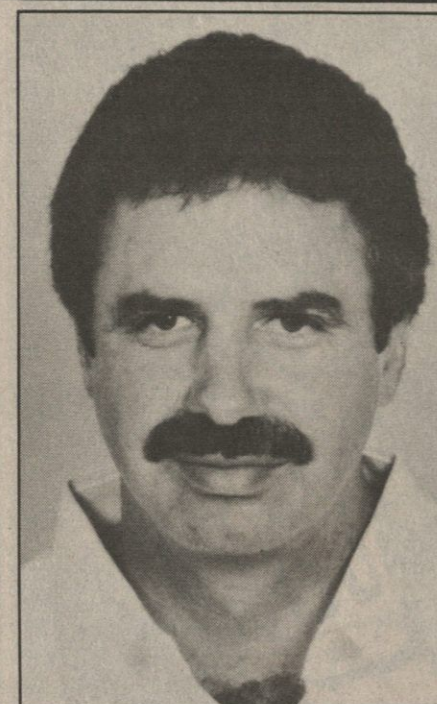
"Other sports don't get like that," Johnson says. "It doesn't make you feel



Pat Riley tries to stay objective.

very good. The players and coaches have a close association. It's almost like a family."

So whose responsibility is it to tell the family member that he's been cut loose? It varies from team to team, although the coach generally earns the "honor." In



Phil Johnson: the hardest part of his job.

other cases, it's the general manager's appointed round.

"It's the ultimate contradiction in sports," Riley says. "You know what it takes to make a team—loyalty, trust, family and a sincere bond. All coaches preach it and believe it."

"But a player can never think of himself as being above getting traded or being cut. That's when you become a pro. When a player's been around, he understands the business."

On the subject of trades, telling a player he's been dealt is often no bundle of fun, either. But it is slightly better than informing a prospect that he must clean out his locker and go home.

"It's hard to tell a player he's been traded," Johnson says, "but at least he has some place to go and has a job. The players who have been in the NBA and know the life, that's even more difficult."

A tough situation arose for Riley a couple of years ago, when he had to tell guard Norm Nixon he had been traded to the then San Diego Clippers.

"That was the very first time I had to let someone know you traded him," Riley says. "I was attached to that team and had been emotionally involved. But my job is to coach the team."

Part of that role entails deciding who's good enough to be on that team and who isn't. It's one thing to tell a 15th round draft pick or a walk-on, free-agent long shot that he can't cut it, for they probably don't even expect to make it.

However, it's a totally different ballgame, when you're talking about a proven veteran, perhaps someone who has been a plus for several years, but whose best days are behind him.

MacLeod cited the case of Alvin Scott. Scott was a low draft pick of some years ago who lasted several years for the Suns and was a good player for them.

But the Suns waived Scott last fall, after he had been with the club eight years.

"That was a tough one for me," MacLeod says. "I felt like I was close to him and he made a tremendous contribution to the team. You can't dwell on it, but there is a certain feeling of emptiness in losing someone you've counted on, and they're no longer there. It's like a member of a family. You miss those kind of guys—the butt-busters."

What happened here takes place all the time. Another person came along who could give more to the Suns than Scott.

"He'd been productive for us and someone came in who was better," MacLeod says. "That makes it tougher, because you get familiar with him and his family."

And how did MacLeod handle the situation?

"I didn't want to do it, but I had to do it (waive Scott)," MacLeod says. "You have to be able to do it and not dwell on it. You just have to do it."

Johnson recalled the case of Mike D'Antoni a former NBA and ABA player currently in the Italian League. D'Antoni was a reserve guard who had helped the Kings reach the playoffs several years back, but wasn't good enough to make the team the following year.

"He was a very good person and so close to being a player," Johnson says. "He helped us in 1975 to make the playoffs."

"Mike really had knowledge of the game and was a great practice player. He played hard all the time. It was hard telling him he was cut."

It's the unkindest cut of all. Think about it the next time you read the transactions section of your local newspaper.

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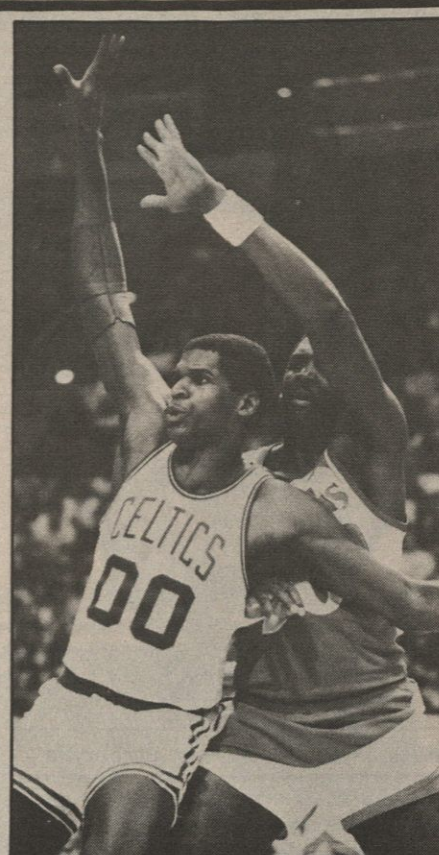


NBA Teams Building With Dynamic Duos

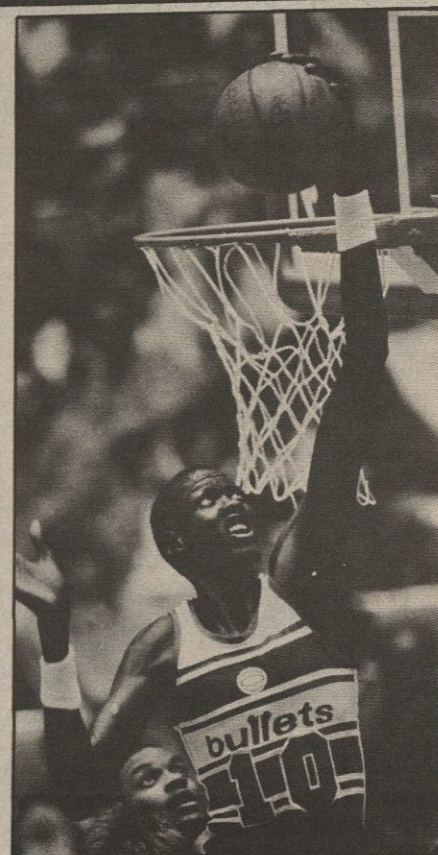
By Bob Schron

Larry Bird's entry into the National Basketball Association in 1979 is acknowledged as the beginning of the Boston Celtics' sphere of influence on pro ball in the 1980s. With Bird's total game, spirit, and will to win, the Celtics have won three championships in the past six basketball seasons. Yet, the Celtics' emergence into prominence in the league has not only been reflected in the number of championships Boston has won. The team's makeup, and style of play, have altered the texture of the NBA game.

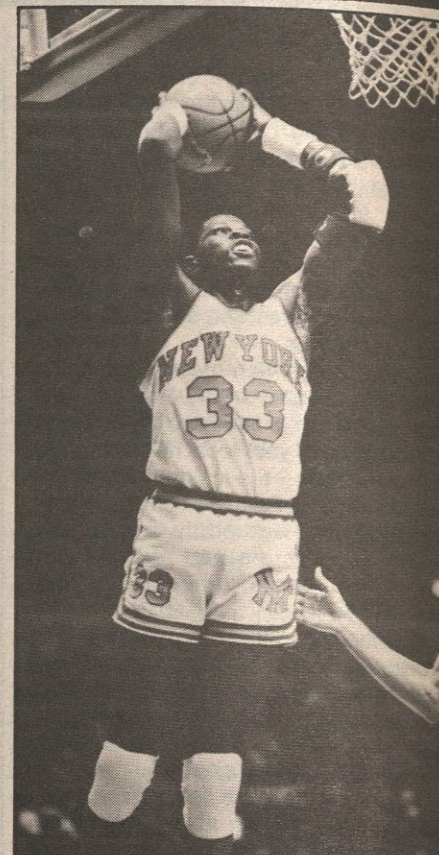
Larry Bird is indeed a rare aviary creature—6-9, a power player, a passer with the deft touch of a Magic Johnson, but also a potential 40 point scorer any night out. What Bird's talents have allowed Celtic Coaches (first Bill Fitch and then K.C. Jones) to do is make adjustments around Bird. Bird's effectiveness in the team game has forced Celtic opponents to adjust their own game to stop the Celtics. That Celtic foes are one step behind (or below) is seen in the championships captured by Boston, the 434-140 mark since 1979-80.



Parish is always overlooked.



Manute will team with Moses



Will Ewing be with Cartwright?



Kevin McHale started it all.

The McHale Factor

Kevin McHale's role in the Celtic scheme is widely acknowledged as well. He has won 6th Man honors two times, has been designated to the Eastern Conference All-Star Team twice, and was clearly the team's best player in the 1984-85 (losing) playoff final series against the Lakers. McHale's career in Boston took a decisive turn when he re-signed with the Celtics before the 1983-84 season; his confidence grew, his responsibilities on the floor became greater, and soon, he outgrew the 6th Man spot. As a starter alongside Robert Parish, the 6-11 McHale infused the structure, "Twin Tower," with new meaning and considerably deeper impact.

Parish and McHale: They score inside. They rebound, they run the floor, and they block shots. Parish, always overlooked, has done everything asked from a center. He's 7-0 and he plays an extremely physical game. McHale's center-like skills flourish from the forward position. Traditionally, teams might have expected to have success running and outdefending a tall aggregation such as the Celtics'. But the Celtics have manned the towers with dedicated players. Parish and McHale add hustle and hard work to their natural abilities. Often they are the first men down the floor on the Celtics' controlled break.

□ □ □ □

A BRIEF HISTORY. Although the players have become taller, stronger, and faster, the "twin tower" concept has been practiced for decades. The Minnesota Lakers used combinations featuring George Mikan, Jim Pollard, Vern Mikkelsen, and Clyde Lovellette in the fifties, and the Milwaukee (then) St. Louis Hawks utilized Bob Pettit (6-9) as a power forward when those teams vied for the top. These teams were set-up, extremely physical units on offense and defense. The Celtics employed Tom Heinsohn with Bill Russell in the fifties and much later, Wayne Embry and Bailey Howell joined Russell as the Celtics regained their championship laurels from the powerhouse Philadelphia 76ers, who won in

1966-67 with Wilt Chamberlain and Luke Jackson in their raucous frontcourt. From 1970-86, a time when repeating championships was as likely as tomorrow happening today, several impressive frontcourt tandems rushed to the fore: Chamberlain was joined by the aggressive Happy Hairston in 1971-72 in Los Angeles, Mel Daniels and George McGinnis united in the ABA with the Pacers, and Clifford Ray and George Johnson split time at center to combat one

of the best duos of that era, Wes Unseld and Elvin Hayes in Washington under K.C. Jones. Ironically, Bird broke his jaw in 1981-82, missing the only extended time of his career. McHale joined Parish, and a whole new rush of center-forward duos populated teams. Darryl Dawkins-Caldwell Jones in Philadelphia, Bob Lanier and Dave Cowens in Milwaukee, Jeff Ruland and Rick Mahorn in Washington and perhaps inevitably, Ralph Sampson and Akeem Olajuwon with the Rockets.

It was a warm day in August, the summer immediately after Fitch had decided to draft Olajuwon instead of Michael Jordan to pair with Sampson. Celtic Director of Player Personnel Jimmy Rodgers was asked if Sampson and Olajuwon could play together, if in fact, the chemistry would work. Rodgers paused a long while and then his face grew into a wide smile as he answered:

"I don't know—but I know a league full of coaches who would like to try!"

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TWIN TOWERS: THE EIGHTIES. Following is a list of teams heading into camp this week preparing to open the season with twin tower attacks.

EASTERN CONFERENCE

Boston: Robert Parish-Kevin McHale (Bill Walton, Reserve)
Philadelphia: Jeff Ruland-Roy Hinson (Cliff Robinson)
Washington: Moses Malone-Manute Bol (Terry Catledge, Jay Vincent)
Indiana: Herb Williams-Save Stipanovich
New York: Patrick Ewing-Bill Cartwright (Pat Cummings)
Milwaukee: Jack Sikma-Terry Cummings
Detroit: Bill Laimbeer-John Salley
Chicago: Charles Oakley-Brad Sellers (Dave Corine)
Atlanta: Tree Rollins-Kevin Willis (Jon Koncak, Cliff Levingston)

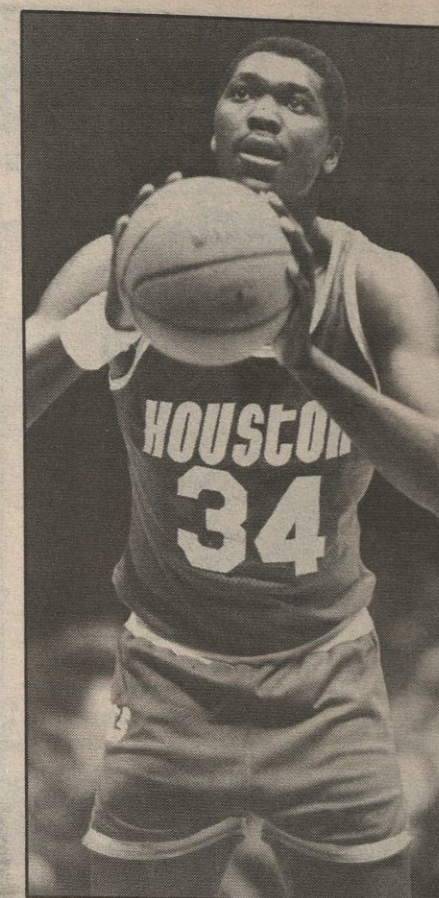
WESTERN CONFERENCE

Houston: Akeem Olajuwon-Ralph Sampson (Jim Peterson)
Los Angeles: Kareem Abdul-Jabbar-Kurt Rambis (Magic Johnson)
Dallas: James Donaldson-Sam Perkins (Roy Tarpley)
San Antonio: Artis Gilmore-Mychal Thompson
Golden State: Joe Barry Carroll-Chris Washburn (Larry Smith)
Phoenix: James Edwards-William Bedford (Alvan Adams)

□ □ □ □

Three themes emerge from the above list—the mobility of the players, i.e., thirteen players are new to the team they will be playing for this year, highlighted by the Sixers' frontline trio, all new to the City of Brotherly Love. Second, the youth of the athletes: five rookies, eight players in their second and third seasons. Third, the positions of the players are relatively unimportant. Bob Ryan of *The Boston Globe* has contended for years that Malone belongs at power forward. Olajuwon is THE pivot on the Rockets, even though Sampson is four inches taller. And look for Magic Johnson to play more time in the front court this season. Something has to be done to add substance to the Lakers' halfcourt game.

Aside from clever innovations in the NBA, there are some practical reasons for



Akeem wants it to work.



Kareem is looking for help.

featuring two, even three centers in the game much of the time. The game is largely dominated by the boards, and the competition is considerably more physical. Logically, injuries and depth are major concerns for coaches.

"We have to avoid injuries," says K.C. Jones. "Bill Walton gave us everything possible last year. Not the least was his ability to mix it up underneath."

Red Auerbach contends there will always be a place in the game for the little man. "Look at Isiah Thomas, or Spud Webb. Players who are built close to the floor to control the ball." Webb gave the Celtic coaching staff nightmares last season. And yet, Fitch drafted Buck Johnson of Alabama, 6-7, 220, and a glass eater along the Larry Smith model. If Dennis Johnson or Magic Johnson man the point position, Fitch reasons Robert Reid can do the same in Houston. The results last season indicate they can go far.

The game is competitive, the coaching profession is similarly contentious. If the coaches met last week at the league meetings in Orlando and expressed comradeship, they also took the time together to exchange ideas about the nature of the game. Coaches emulate what works. Kevin McHale is a special player. He began a trend in 1982 when he lined up alongside Robert Parish, and the game has never looked down since.

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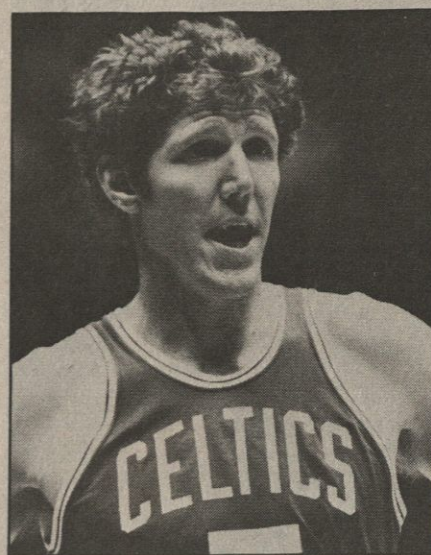
By Bob Schron

Bird-Magic. New York Post writer Lyle Spencer was on hand when Larry Bird and Magic Johnson teamed up in the Black College Athletic Scholarship Basketball game at UCLA's Pauley Pavilion last month. Against a team which included Ralph Sampson, Charles Barkley, Michael Cooper, and Mark Aguirre, Bird and Johnson put on a spectacular display, especially in the game's first eight minutes. According to Spencer, although Bird was out of shape, he still stood out.

"The trouble with the teams (which Johnson drew up) was that Magic placed Cooper on the opposing team. Cooper's so talented defensively he was able to steal some of the most creative passes Bird and Magic threw."

Other interesting sidelights included Aguirre's conditioning. Aguirre has been heralding a possible trade to the Lakers this summer. On a team which was coached by Laker General Manager Jerry West, the Maverick Forward showed up twenty-five pounds overweight.

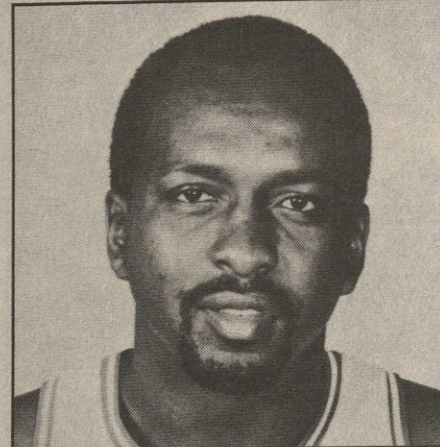
Bird remained consistent in the character department as well. Swarmed by a curious media horde after the game, Larry refused to be drawn into any controversies. He was gracious about the opportunity to play with Magic Johnson, but he



Walton: Gone fishin'.

would not contend that the great Laker player was a better teammate than the Celtics' Dennis Johnson. "Dennis is still the best player I've played with in the pros," adamantly stated the Celtics' Captain afterwards.

Before going up to Los Angeles for the game, Bird had been in Hawaii, celebrating the fruits of his three-point field goal championship. He then visited Bill Walton in San Diego for fishing along the coast... Kevin McHale was the subject



Moses on Kareem: Needs more rest.

of a profile by the Herald's Mike Carey last month in the Sunday edition, focusing on the player's declining home town, Hibbing, Minnesota. That town, dependent on mining, has suffered major setbacks in its economy after LTV (formerly U.S. Steel) declared bankruptcy. The mines themselves closed down, as well as several businesses which had contracts with LTV.

Sighting. Jerry Sighting spent most of the summer in Indiana before arriving back in Boston last week. Like many of the other Celtics, Sighting began heavy workouts after Labor Day.

"This summer was very peaceful, especially compared to last year (Sighting was a free agent at that time. His contract status was unresolved between Boston and Indiana). There's a great feeling of security knowing you're on a good team, and going back to play on one. Last year, I was totally up in the air."

He spent three weeks in New England this summer, at camps in New Hampshire and Vermont, did some golfing and fishing, and relaxed. Sighting has some definite thoughts about repeating.

"Look at the trends in all sports—teams just don't seem able to (win back-to-back). We can't look back but we have to come in with optimism. We did have a year which was outstanding so we can be proud."

"The idea, I think, is to stay hungry and determined. Look, last year, we were able to win even when players like Kevin (McHale) went down injured. Scott Wedman came in and did the job, and we didn't miss a beat."

"It's like they say in the Wild West, though. When you're the top gun, they all come after you. Teams are always gunning to beat the champion. But we have a deep, experienced team, and a group of hard workers. Last year, when we went into a slump in December, we were able to pull out of it with plain effort. It seems that to repeat, you have to play head and shoulders above the rest of the league, and above your own past effort."

Sighting had other, quick observations... About Philadelphia trading **Moses Malone**: "They'll have more depth at forward, and they got Roy Hinson apparently to match up with Kevin McHale, but they're not as strong at center without Moses Malone."... About the Lakers: "People say they should make changes, but any time a good team wants to make trades, they have to give up talent. What they do need to find is a way to get

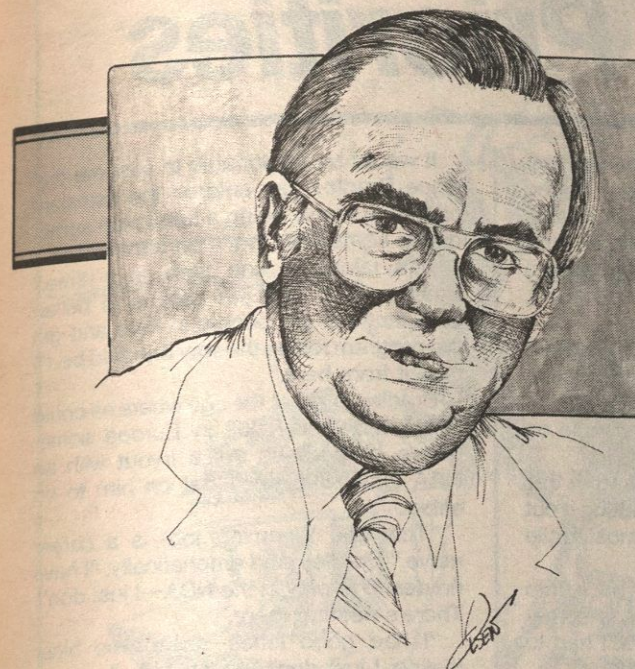
Kareem Abdul-Jabbar more rest in the playoffs."

Several Celtics, including **Greg Kite**, **Rick Carlisle**, **Robert Parish**, and **Danny Ainge** began working out at Boston College's Roberts Center last week... **Jim Barnett**, the C's 1st-round draft choice in the 1966 draft, will be the Warriors' TV color commentator this season... **Bob Cousy** will provide analysis of seven Boston College games on WLVJ-TV Channel 56, which also carries the C's road telecasts... The Second Annual **Johnny Most** Soundalike Contest was held September 18th at the Longwharf Marriott... Former Celtic Assistant Coach (under **Tom Heinsohn**), **John Killilea** will coach the Continental Basketball Association's Topeka Sizzlers this season.

Tom Sanders recently presented several seminars at UCLA for the program Study of Sports in Society at Northeastern University. Sanders is the Associate Director... **Joni** and **Jerry Sighting** and family are building a new home in South Natick, approximately fifteen miles west of Boston: They will live near **Kim and Scott Wedman**, who also reside in that town... Former Celtic **Darren Tillis** (who the Celtics traded to Cleveland for **Wedman** in 1983) flunked a tryout with the Chicago Bulls... Another former Celtic, **Jeff Judkins**, was mulling over the idea of returning to pro ball... **Ernie DiGregorio**, a player under Sanders in Boston in 1978, is trying to return to the NBA as an official. DiGregorio worked several games during the C's Rookie Camp last month... One Celtic, preferring anonymity, thinks **John Salley** of the Pistons will "simply not work out for that team. He's a passer," said the Celtic.

"Teams don't need 6-11 passing big men. That's what point guards are for."... The Celtics will play in this year's Hall of Fame game in Springfield on October 27th against the Dallas Mavs. The game is already sold out... Bird shared a general consensus around the Celtic team: the Sixers erred in trading **Moses Malone**. One of the fellow Sixers stars, however, thought **Malone's** conditioning was harming the team's running game last year.

Celtic Seasons Ticket Assistant Director **Duane Johnson** reported recently that there is a twelve-year waiting list for Celtic Season Tickets... **Johnson** and wife **Sarah** are expecting their first child in the early winter... When Milwaukee Brewers baseball team was in Boston to play the Red Sox, **Pete Vuckovich**, Brewers' pitcher, and **Larry Bird** were in communication. Both athletes have **Bob Woolf** as their agent... Sighting played golf with the Celtic Captain a few times over the summer. "He's in pretty good shape," reports the invaluable 3rd guard of the team. "Larry plans to begin getting in peak shape in the first week of September." Sighting worked out every afternoon at Butler University in Indiana... Few of the Boston media went to the league meetings in Orlando. "I thought it through," reports **Mike Fine** of the *Quincy Patriot-Ledger*. "The important meeting will be the Board of Governors meeting in October. That's when the heavy issue of expansion should be more clarified. That, and the issues surrounding collective bargaining."



Eddie Gillooly

No Need to Panic

The tragic death of No. 1 draft choice **Len Bias** was a setback for the Celtics in their plans for the future but with the free agency available to them, their needs can still be fulfilled when it becomes necessary to improve the quality of their talent.

As long as **Larry Bird** is with the Celtics, the franchise won't have any top draft choices to bolster the squad. The Celts won't be picking higher than 20th during the Bird era. It's most unlikely they'll have another opportunity to trade away a player for a first round pick as they did in the deal with Seattle involving **Gerry Henderson**. That was a coup that enabled the Celtics to get into the lottery and come away with the second choice in last June's draft. Everything fell into place with the selection of **Bias** and the future seemed bright with the acquisition.

With Bird still under contract with four years remaining, there is no need to panic at this time. The Celts have the nucleus of Bird, **Kevin McHale** and **Danny Ainge** during this period.

And considering the depth of the team, there's no telling how many more years they can continue to receive solid basketball from **Robert Parish**, **Bill Walton**, **Dennis Johnson**, **Scott Wedman** and **Jerry Sighting**.

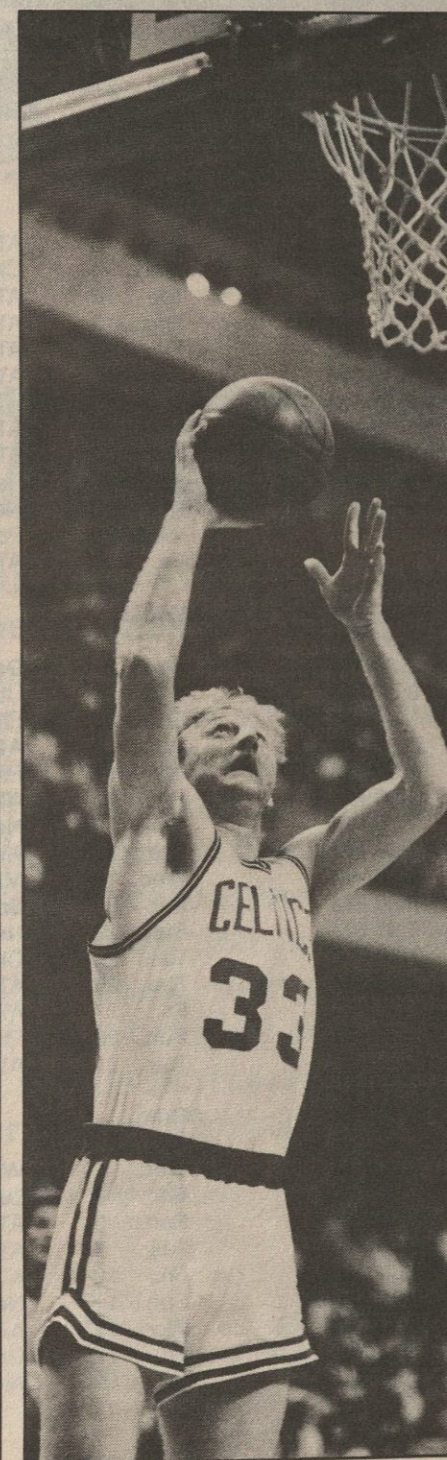
Normally, the front office would be concerned at this point but confidence prevails the team will stay intact for at least two, maybe three years before they'll be forced into the free agent market for a quality starter.

It would be risky at this point for the Celtics to enter into the trading market. It's difficult to achieve the chemistry the Celtics have formulated during the past few seasons and it shouldn't be disturbed until it's absolutely necessary.

Even though he'll be 34 next month, **Walton** could be around for a while. Due to a long career of injuries, the former UCLA great hasn't logged that many minutes as a professional and that could be a factor in prolonging his stay in Boston.

Most athletes agree that it's the minutes played, not the years, that takes its toll on the body. Even though **Walton** has been in the pro ranks five years longer than Bird, he has substantially fewer minutes played than the Celts great.

Wedman is 34, **Parish** is 33 and **Johnson** just turned 32. It's not likely they'll be



Can the Celtics afford to rest Larry Bird?

Situations change very quickly in the NBA. Two years ago after losing to the Celts in the playoffs and facing the loss of retirement of center **Bob Lanier**, Milwaukee Coach **Don Nelson** felt the only way his club could rebuild was to have an off year to qualify for a high draft choice.

But during the off-season, **Nellie** made a deal with San Diego for forward **Terry Cummings** and that altered his situation drastically. Now, he's added center **Jack Sikma**, obtained in a trade with Seattle. Now, the Bucks continue as a strong contender without losing a beat.

It took the Celtics too many years to dominate the winter sports scene in Boston and they are not likely to let that situation get away from them. They'll be moves, some subtle at first, but **Red Auerbach**, **Jan Volk** and the coaching staff will be making changes here and there to keep the team on top.

Whatever, don't worry about a thing this year. Enjoy the Celtics' run for back-to-back titles. The team is psyched and ready to match the feat of the 1968-69 Celtics, the last team to win the NBA title in consecutive years.

The good news is that the Celtics are still an exciting team. The bad news is that **Larry Bird** has to get older each year. Someone should be able to put him on hold so he can stay 30 the rest of his life.

Don't forget, **Eddie Bird** will be finishing college about that time. Another miracle?

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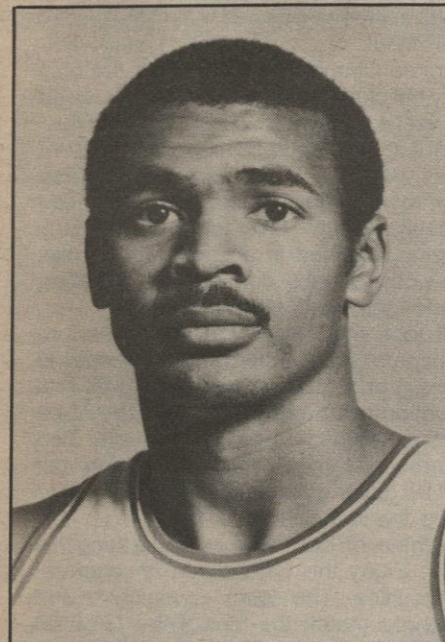
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Charles Bradley: New Priorities



Charles Bradley: No Regrets.

Charles Bradley is a former number-one draft pick of the Boston Celtics and still just 27 years old. His NBA career is history after two seasons plus change, but he's not the least bitter or upset about that fact.

"It's just the nature of the game," Bradley said. "I'm not disappointed. Many people can't cope with that. There are only a few people who play many years—like John Havlicek or Kareem Abdul-Jabbar—and some people only play a couple of years. Some people never get a chance. I'm just grateful I got the chance that I did."

Bradley, who saw sporadic duty during his two years with the Celtics (1981-82 and '82-83) and was with the Seattle SuperSonics briefly in '83-84 recently took on an assistant coaching job at the University of Wyoming, his alma mater. He is working under longtime Cowboy Coach Jim Brandenburg, who coached Bradley when he played in Laramie.

Fresh Start in Wyoming

"I've stepped into a good program," Bradley said. "Wyoming had success last year (advancing to the NIT finals before losing to Ohio State). I'm doing a lot of things to see how I can help the program."

Such as?

"I assist Brandenburg in recruiting, advance scouting—it varies. I don't have one job—I do all of 'em. It's interesting."

Bradley's job takes him on the road quite often. And since Wyoming is nowhere near a large urban area (Denver is probably the closest) and subject to brutal winters, one would think that enticing high school kids to come out here to play basketball would be a next-to-impossible job.

However, Wyoming, which competes in the Western Athletic Conference, has traditionally fielded strong basketball

teams.

"Recruiting is difficult for anyone," Bradley said. "It's tough to find kids who have good academics and (basketball) talent. It's tough all over."

A 6-5 guard, it was tough for Bradley to get regular playing time with the Celtics. He played 51 games in each of his Celtics seasons, seeing duty in 339 minutes in '81-82 and 532 minutes the following year. He wound up with a career scoring average of 3.3 points a game.

Looking back on his stint with the Celtics, Bradley has good feelings about it.

"I had some fun," Bradley said. "They were good people to play with and I made some real good friends on that team. Bill Fitch and Red Auerbach were fantastic people to work for—you need that in an

organization. We won quite a few games."

After Bradley's NBA career ended following eight appearances with Seattle in '83-84, he moved to Denver and entered private business. Some players have trouble adjusting to the real world, but Bradley wasn't one of them.

"My priorities were set before I played basketball," he said. "The whole situation was when I was drafted and played for the Boston Celtics, it was another candle on my cake."

Still, once you've been involved in this sport as long as Bradley has, getting it out of your bloodstream isn't the most facile task in the world.

"It was time for me to get back into basketball," Bradley said. "This is something I've been doing all my life. I had to change and will benefit from it."

It would be reasonable to assume that since Bradley has entered the assistant coaching arena, being a head man someday is something that's on his mind.

"I'm taking it one step at a time," Bradley said. "My job here is to be an assistant—to get people in here and get the program rolling the way it should be. I'll take it from here."

Bradley is still at the age where he could conceivably play ball in Europe somewhere, or perhaps get a tryout with an NBA team. But don't bet on him to do either.

"This (the Wyoming job) is a career move," Bradley said emphatically. "I have no desire to play in the NBA—I just don't. There's nothing there."

"I had good times—there's no bitter feeling. I just don't want to play."

BOSTON CELTICS 1986-87 HOME/AWAY SCHEDULE

OCTOBER

Fri., 31 Washington 8:00 PM

NOVEMBER

Sat., 1 AT Milwaukee 8:00 PM
Wed., 5 Indiana 7:30 PM
Fri., 7 AT Washington 8:00 PM
Tue., 11 AT New Jersey 7:30 PM
Wed., 12 Milwaukee 7:30 PM
Fri., 14 AT Chicago 7:00 PM
Sat., 15 AT Detroit 7:30 PM
Wed., 19 Atlanta 7:30 PM
Fri., 21 Golden State 7:30 PM
Sat., 22 AT Atlanta 7:30 PM
Tue., 25 AT Philadelphia 8:00 PM
Wed., 26 New York 8:00 PM
Fri., 28 San Antonio 7:30 PM

DECEMBER

* Tue., 2 Washington (HFD) 7:30 PM
Wed., 3 Denver 7:30 PM
Fri., 5 Philadelphia 7:30 PM
Sat., 6 AT Cleveland 8:00 PM
Wed., 10 New Jersey 7:30 PM
Fri., 12 LA Lakers 8:00 PM
Sat., 13 AT Washington 7:30 PM
Tue., 16 AT New York 7:30 PM
Wed., 17 Indiana 7:30 PM
Fri., 19 AT Philadelphia 7:30 PM
Sat., 20 AT Milwaukee 8:00 PM
Fri., 26 AT Phoenix 8:00 PM
Sat., 27 AT LA Clippers 7:30 PM
Mon., 29 AT Sacramento 7:30 PM
Tue., 30 AT Seattle 7:30 PM

JANUARY

Fri., 2 Chicago 7:30 PM
Wed., 7 Milwaukee 7:30 PM
Fri., 9 Sacramento 7:30 PM
Sat., 10 AT Detroit 7:30 PM
Tue., 13 AT New Jersey 7:30 PM
Wed., 14 Dallas 7:30 PM
Fri., 16 Cleveland 7:30 PM
Sun., 18 Houston 12:00 PM
Mon., 19 AT New York 1:00 PM
Wed., 21 Indiana 7:30 PM
Fri., 23 Atlanta 7:30 PM
Sun., 25 Philadelphia 1:30 PM

* At Hartford

ALL TIMES SHOWN ARE LOCAL

JANUARY (cont.)

Tue., 27 AT Chicago 7:30 PM
Wed., 28 Chicago 7:30 PM
Fri., 30 AT Indiana 7:30 PM

FEBRUARY

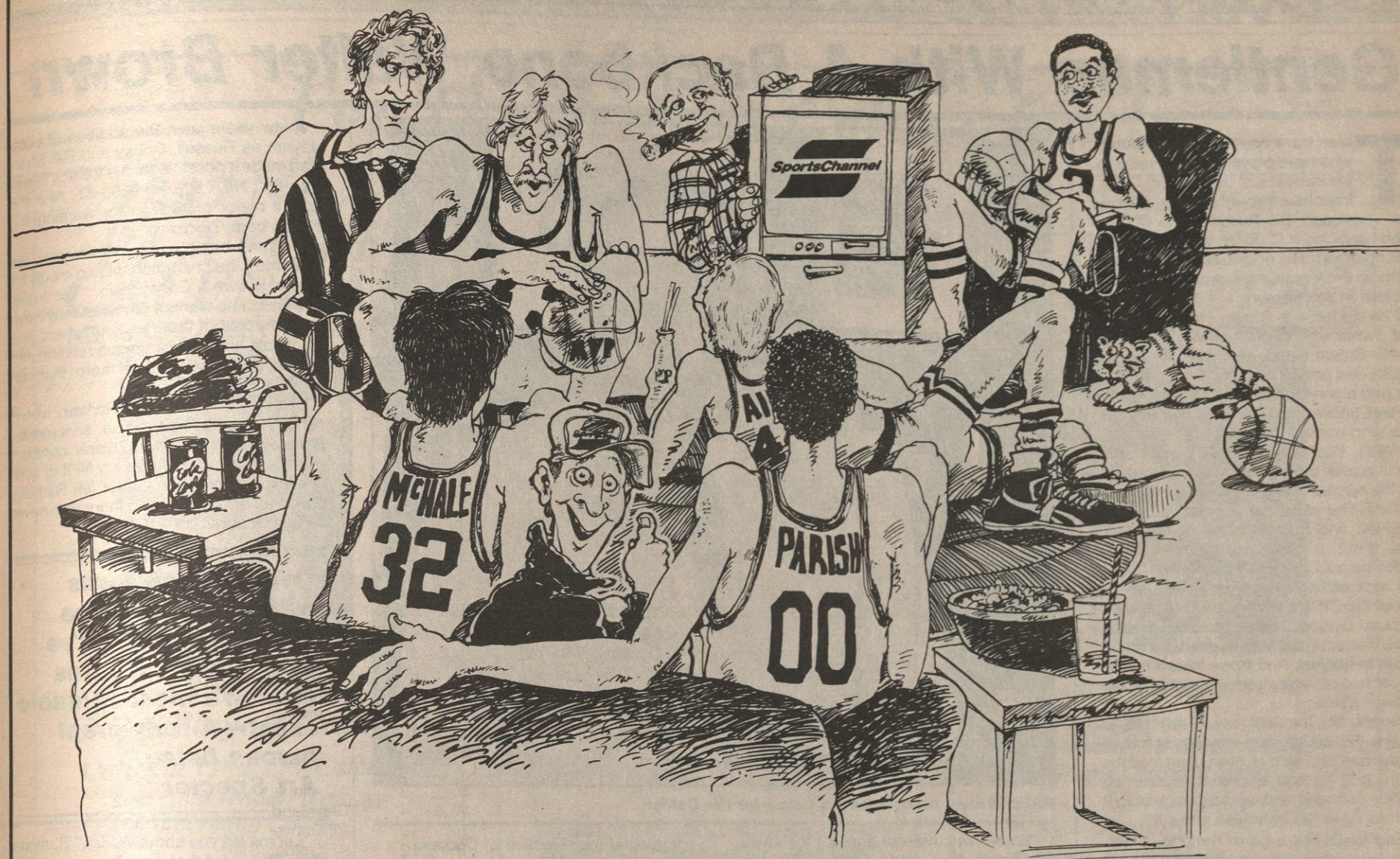
Tue., 3 AT Atlanta 8:00 PM
Wed., 4 Cleveland 7:30 PM
Tue., 10 AT Denver 7:30 PM
Thu., 12 AT Golden State 7:30 PM
Fri., 13 AT Portland 7:00 PM
Sun., 15 AT LA Lakers 12:30 PM
Mon., 16 AT Utah 7:30 PM
Wed., 18 AT Dallas 7:30 PM
Thu., 19 AT Houston 7:00 PM
Sat., 21 San Antonio 7:30 PM
* Mon., 23 New Jersey (HFD) 7:30 PM
Wed., 25 Portland 7:30 PM
Fri., 27 AT Atlanta 7:30 PM

MARCH

Sun., 1 Detroit 7:30 PM
Wed., 4 Utah 7:30 PM
Fri., 6 LA Clippers 7:30 PM
Sun., 8 AT Detroit 12:00 PM
Wed., 11 Phoenix 7:30 PM
Fri., 13 AT Indiana 7:30 PM
Sun., 15 New York 1:00 PM
Tue., 17 AT Milwaukee 7:00 PM
Wed., 18 Milwaukee 7:30 PM
Fri., 20 Seattle 7:30 PM
Sun., 22 New Jersey 1:00 PM
* Tue., 24 Cleveland (HFD) 7:30 PM
Thu., 26 AT Washington 7:30 PM
Fri., 27 AT Chicago 7:00 PM
Sun., 29 Philadelphia 1:00 PM
Tue., 31 AT New York 7:30 PM

APRIL

Wed., 1 Washington 7:30 PM
Fri., 3 Detroit 7:30 PM
Sun., 5 AT Philadelphia 1:00 PM
Tue., 7 AT Cleveland 7:30 PM
Fri., 10 AT New Jersey 7:30 PM
Sun., 12 New York 1:00 PM
Wed., 15 AT Indiana 7:30 PM
Fri., 17 Chicago 7:30 PM
Sun., 19 Atlanta 1:00 PM



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At Home with the Champions



Gentleman With A Backbone: Walter Brown

There have been plenty of figures who have played integral roles in the success of the Boston Celtic franchise throughout the years—Red Auerbach, Bill Russell, Bob Cousy, John Havlicek, K.C. Jones and Larry Bird, among others. But no one is a more pivotal factor in the team's storied existence than the late Walter Brown.

It all started with Brown. He was the C's first owner when the team was formed in 1946. Brown was well-known in hockey circles and president of the Boston Bruins, but had a yen for basketball. In fact, a not-so-well known item is that Brown was the one who named the team.

"Wait, I've got it," Brown said after mulling over several proposed sobriquets for the squad. "We'll call them the Boston Celtics. The name has a great basketball tradition and Boston is full of Irishmen. Yes, that's it. We'll put them in green uniforms and call them the Celtics."

Those earlier years were quite a struggle for the Celtics, both on and off the floor. Boston played before sparse crowds back then, as basketball played second fiddle to hockey. And those folks who did follow hoops were more interested in the college game.

Financially, the Celtics were a liability to Brown. He could have very easily folded up the tent and sold or even dissolved the team, but he had a dream to see the Celtics succeed and would do anything it took to have the franchise make it.

And that's not a bit of rhetoric, either. There was one occasion where Brown put a mortgage on his house just to keep the Celtics afloat.

It didn't take long for Brown to command the respect of his employees.

"There wouldn't have been a Boston Celtics if not for Walter Brown," said Art Spector, one of the original Celtics. "The Garden had severe reservations about losing money and paying halfway decent salaries to us. But Walter believed in the Celtics and went into great personal debt to keep the team alive."



Walter Brown mortgaged his house for the Celtics

"Walter was without a doubt the finest gentleman I've ever known. He was Boston's most valuable asset—a truly great human being."

Perhaps the best showing of Brown's class, mettle and character came four years later. No one had dared bring a black player into the league until the second round of a 1950 draft, when Brown announced the Celtics had chosen Chuck Cooper, a forward out of Duquesne University in Pittsburgh.

"Walter, don't you know he's a colored boy?" asked one owner when Brown

announced the selection of Cooper.

"I don't give a damn if he's striped or polka dot or plaid," Brown snapped. "Boston takes Charles Cooper of Duquesne."

So much for the NBA's color line.

"I'm sure he knew the dangers when he drafted me," Cooper once said of Brown, "and I guess he was reminded of it immediately. I'll never forget Walter Brown. He was a gentleman with a backbone. Give all the credit to that man. He made it all possible when nobody else would."

A few years later, the addition of such players as Russell, Cousy and Bill Sharman made it possible for the Celtics to win their first NBA title, in 1956-57. And the team's major motivation for wanting the title so badly? Brown.

"Without being overly sentimental, we all wanted the championship so much for Walter Brown," Cousy said. "We knew how much he wanted it. Walter may have been the last of the true sportsmen, and the whole team had a unique relationship with him—he was a lot more than an owner to us."

Sixth man deluxe Frank Ramsey would certainly agree with those sentiments. Ramsey used to sign a blank contract every season and let Brown fill it in with whatever amount the owner felt Ramsey deserved as a salary. And there was never a dispute about it.

"Walter Brown was without a doubt the finest gentleman I've ever known. He was Boston's most valuable asset—A truly great human being." ... Art Spector

"Let me tell you about Walter," Ramsey said. "We loved that man. If you could do business with all Walter Browns of the world, there wouldn't be any need for lawyers. He was always very fair and I always felt I was overpaid compared to what I could be making in industry."

Russell, not one to lavish anyone with praise, had nothing but the utmost respect for Brown.

"Walter Brown was essential to the whole thing," Russell said. "The first season I was there we lost the last game of the regular season to Syracuse, a team that had eliminated the Celtics in the playoffs just about every year and a team that we'd probably be meeting later in that year's playoffs. So Walter stormed in after the game and said, 'You're a bunch of chokers. I can lose with a cheap team just as easily as I can with you guys. I'll never come into this dressing room again.'"

"The next day he came in and kicked the floor and said, 'I'm sorry, I'm just a fan and was so scared that we were going to lose again that I got frustrated. I was upset. I didn't mean it. I apologize.' Well, this man owned the team. He didn't have to do that. Walter Brown was just a very decent human being."

Brown died on Labor Day, 1964, a few days before the '64-65 training camp was to open. His loss was a blow to Celtics and the NBA, but Brown wouldn't be forgotten.

On opening night, uniform number 1 was retired in Brown's honor. Russell promised "We'll win the championship for Mr. Brown's memory."

And they did. It turned out that Brown's wife, Marjorie, gave Auerbach her late husband's St. Christopher medal as a good luck charm. Auerbach had it with him for every game that season.

"This was Walter's championship," Auerbach said. "We won it this year for him."



The '64-65 Celtics won the Championship for Mr. Brown's memory.

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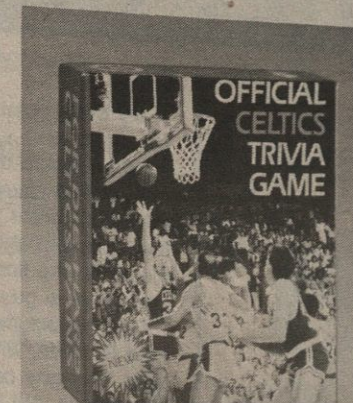


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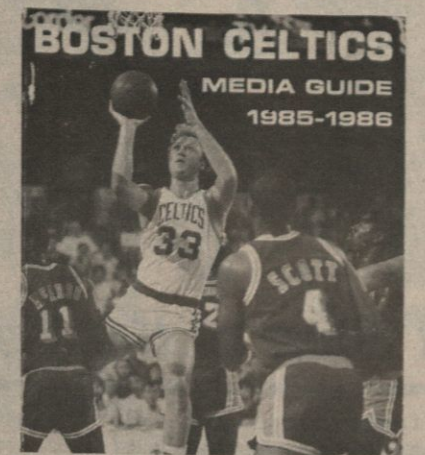


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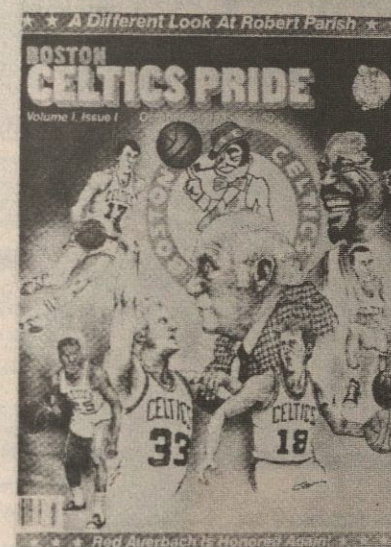
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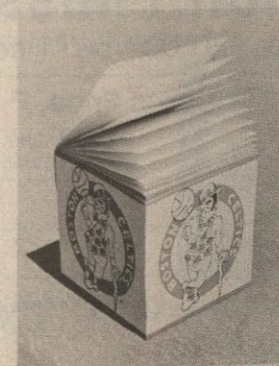
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M.L. Carr

First Step of the Season

The Celtics recently held a rookie camp and I decided to play in it. I had this thing going with Danny Ainge—he told me one of my legs was 65 and the other was 75 and that I was finished forever. I had to make a statement to the young fellas. It wasn't injuries that stopped my career, it was

other things.

I ran for two days. I was a little winded the first night, but I didn't have any problems the second night. My shooting was between here and LA—it wasn't too good. I hadn't played any ball in a long time. I just wanted to prove to Danny that I could run. He says that I'm over the hill.

My three-point shooting? I might have hit one!

When you're on the court playing with and against players, you get to see them from a different perspective. You watch them box out and see if they do the little things on the floor. You really get to see how much a guy is really giving.

On that note, the Celtics recently signed Fred Roberts, who played with the Utah Jazz. The guy came into the camp and played well, but just because the Celtics signed him doesn't mean they're lacking in that situation (forward).

The biggest thing about rookie camp is whenever a veteran shows up, that means his attitude is right and he wants to preserve his spot on the roster. JoJo White used to say he always wanted to come to rookie camp to make sure no one would take his job.

I think the Celtic team that won the championship last year is the strongest team the Celtics have ever put on the floor. The chemistry is right, without a doubt. But you can't overlook that the team is getting old in a sense. If they want to

repeat as NBA champions, this is the year to do it. It's a golden opportunity.

Whatever it takes to get it done, this team will do it. They'll let the chips fall where they may, but they want to make sure there's no slip up like there was in 1985.

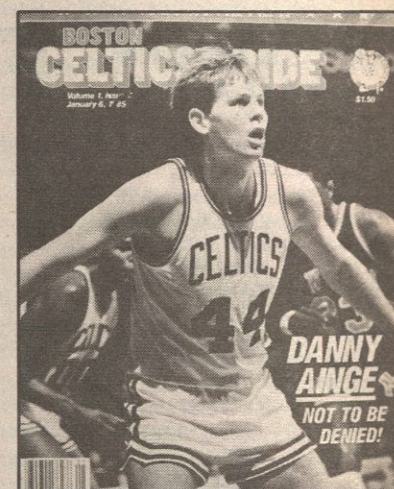
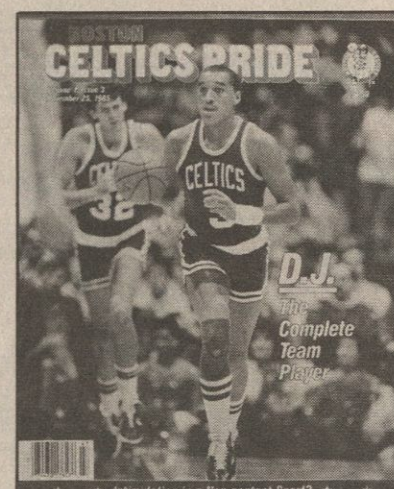
When I say the team is getting older, I don't mean that the careers are finished, but guys like Walton, Parish, and Dennis Johnson are getting older. If I'm 25 and bum up a leg, I'll come back sooner from that injury than if I were 35—that goes without saying.

They can't say if they don't win it this year, this group will be together two or three more years. They may not.

But the team's attitude is in the right place. When you're older, you get set in your roles—that's good. You have to forget everything except winning the title again at all costs. There are no ifs, ands, or buts about it.

Will the Celtics make any major trades or changes? No way. Everything is in place. As I said, the team's attitude is in the right place. They will give it one big push. It's time for the other teams to make changes. When it works, and this team does, you don't fix it.

I noticed that Greg Kite led the California Summer Pro League in rebounding. He played well in rookie camp, too. Greg is improving every year. All he has to do is keep on improving. He always works hard and is willing to pay the price.



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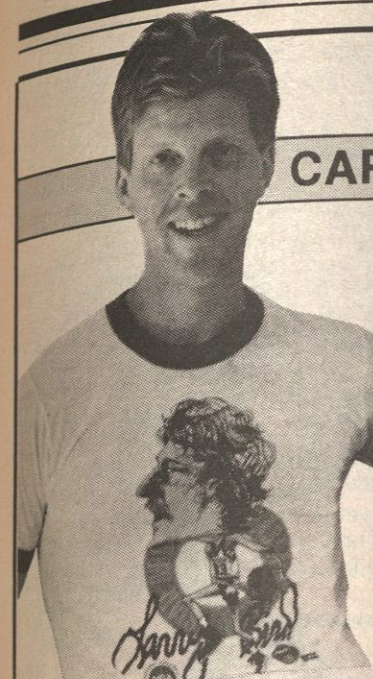
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Kite is willing to pay the price.

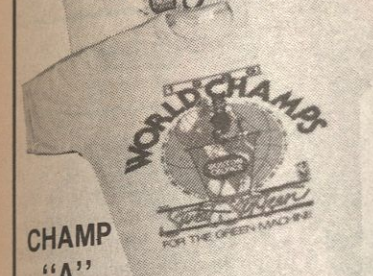
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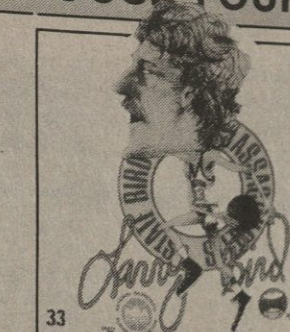
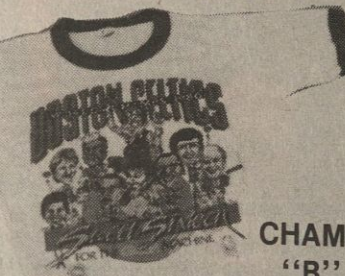


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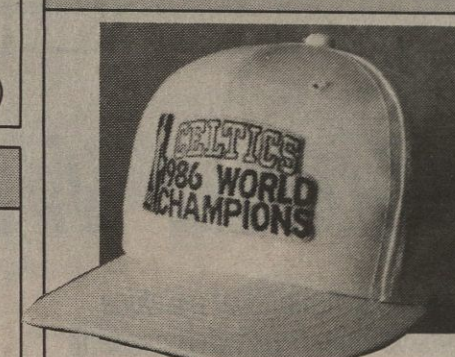
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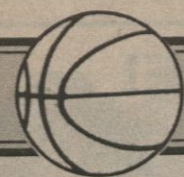
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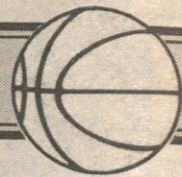
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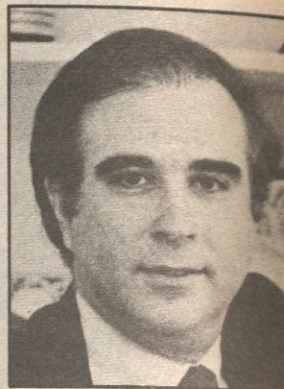
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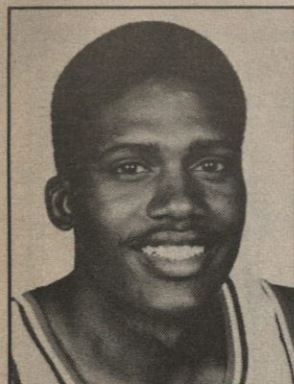
Larry Bird

Celtics Forward **Larry Bird** talks about the "talents" in his annual Terre Haute golf tournament, which raised approximately \$40,000 for the local Boys' Club: "We've got some pretty bad golfers who show up every year to help us raise money. We've got so many guys who play who can't break 100 that I call this the 'Caddyshack Invitational.'"

Celtics General Manager **Jan Volk** on the calm in the Celtics' offices this year: "A year ago at this time, we had the office fully staffed for the Labor Day weekend. We were thinking we were going to consummate the Bill Walton deal, we were on the verge of trading Quinn Buckner, we were trying to sign Jerry Sichting and Sam Vincent had just signed. (This year) I have to sit here and listen to writers ask me what I'm doing to keep from getting bored."



Jan Volk

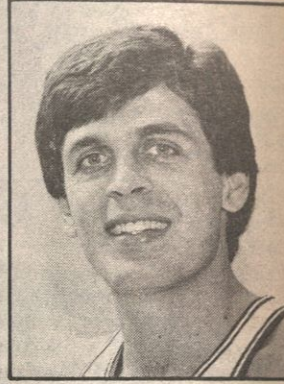


Jay Vincent

New Bullet **Jay Vincent** on the prospect of facing Bird six times a year: "Why do you have to bring that up? I guess I'll just have to be sick six times a year."

Kevin McHale, Celtics Forward, on why he returns home to Hibbing, Minnesota every summer: "I guess one of the reasons why is because I like the people here. I know how they think. I know that they are hard working and honest. They really love their community. They've grown up here. Hibbing has been a great place to live... The best way I can put it... is... if you didn't have something, you could borrow it from your neighbor and return it."

"The people here don't treat me any differently than they did five or ten years ago, which makes it nice. I've known everyone since I was a kid. Some like me, some don't. But it's good that way. I know where I stand."



Kevin McHale

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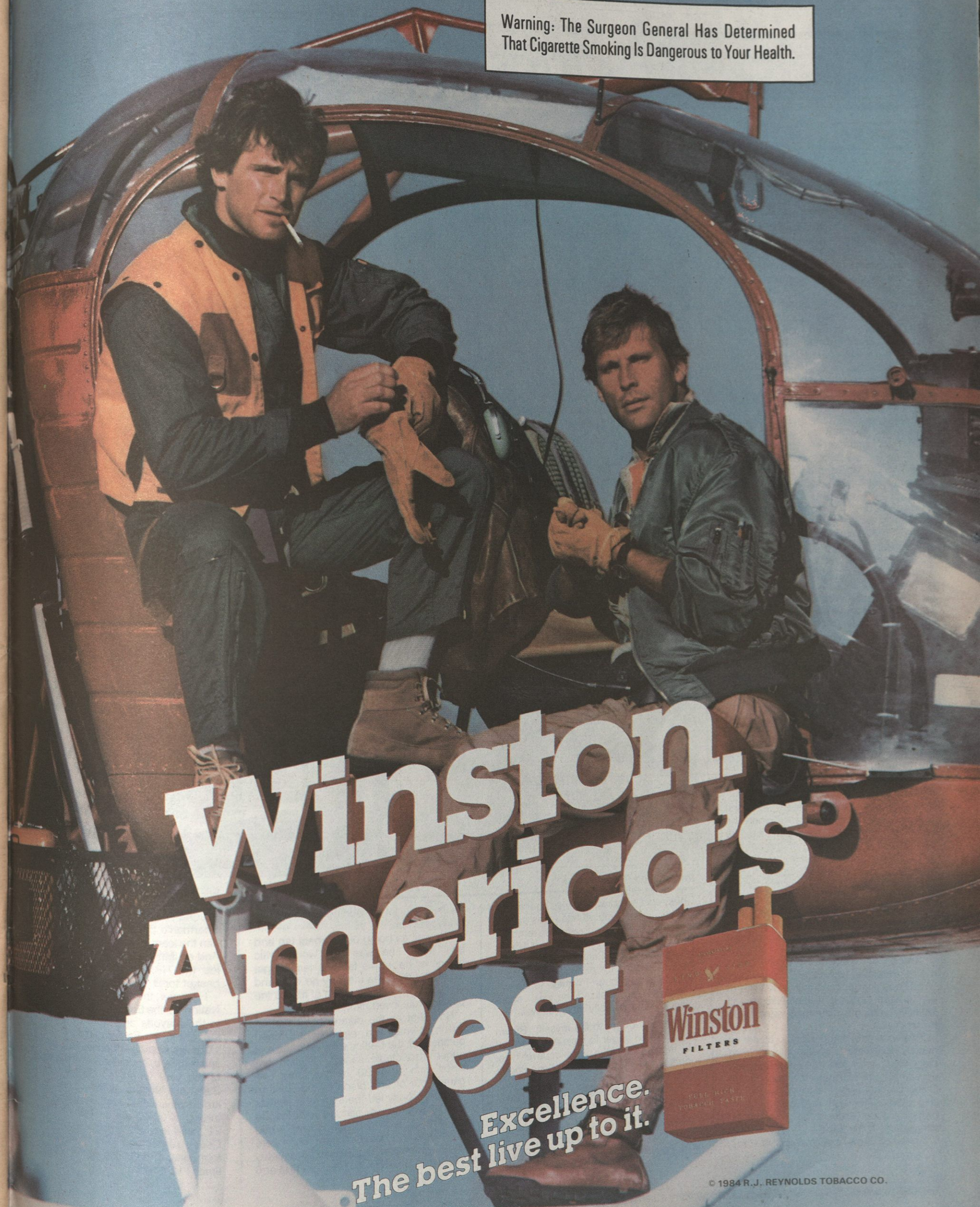
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Celtics Classics

1953-54 Frustration Begets a Feud

The team owner complained that his high-priced players weren't living up to their lofty salaries, that the club would be better off with cheaper employees. The coach also was unhappy with his star player, feeling that he was using flash and compromising on substance.

A bitter player-management feud in today's NBA (or any other professional sports league, for that matter)? Nope, it was the 1953-54 Boston Celtics.

Walter Brown owned the Celtics back then, and as anyone who has ever worn the green-and-white will tell you, no one who has ever been associated with the franchise has been more revered.

But Brown was looking at his Celtics in a less-than-reverent light early in '53-54. Part of his frustration had to stem from the previous year, which saw the C's post a good 46-25 record, but finish third in the East and lose in the Eastern Division final playoffs.

Bob Cousy, Bill Sharman and Ed Macauley were the protagonists of the Celtics in those days and all played well and were paid well for their services. Each was earning around \$15,000 a year, an unheard-of sum in that era.

When the Celtics got off to a slow start in the '53-54 campaign, Brown took a look at the payroll and fumed.

"I have three players getting more money than the entire Philadelphia team, but all they're doing is reading their press clippings," Brown said. "I don't care a thing about statistics, figures, or three leading scorers. I've had all that for three years and it hasn't won me a thing."

"I want to win. If we don't, a great many of the boys are going to play for less salary—from us or from some other teams. I have the most expensive team in the league and it's in the second division. I can just as easily lose with a cheap ballclub."

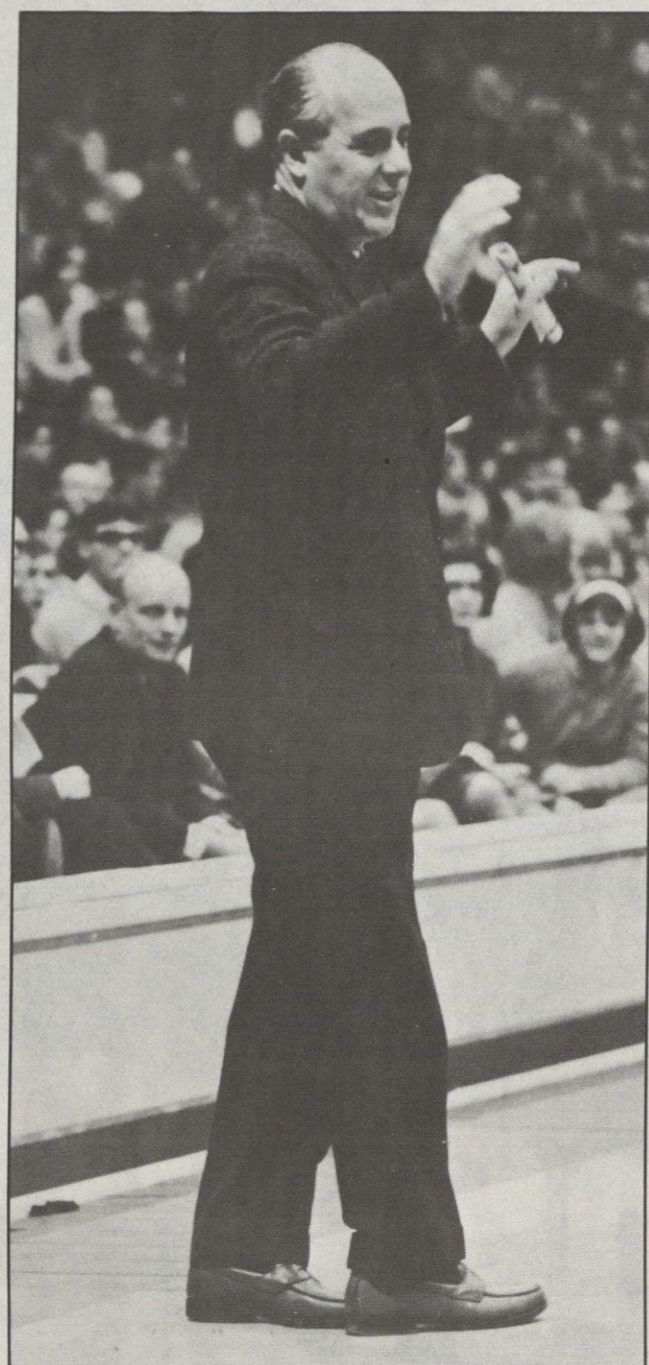
Cousy also drew criticism from coach Red Auerbach. "He's back to where he was three years ago," Auerbach said. "He has been trying too much of that behind-the-back razzle-dazzle. He makes the spectacular play but we lose the ball. Cooz can make this team or he can kill it."

The remarks by Brown and Auerbach were made at a media luncheon, so the word spread pretty fast to Cousy. He wasn't too thrilled about it.

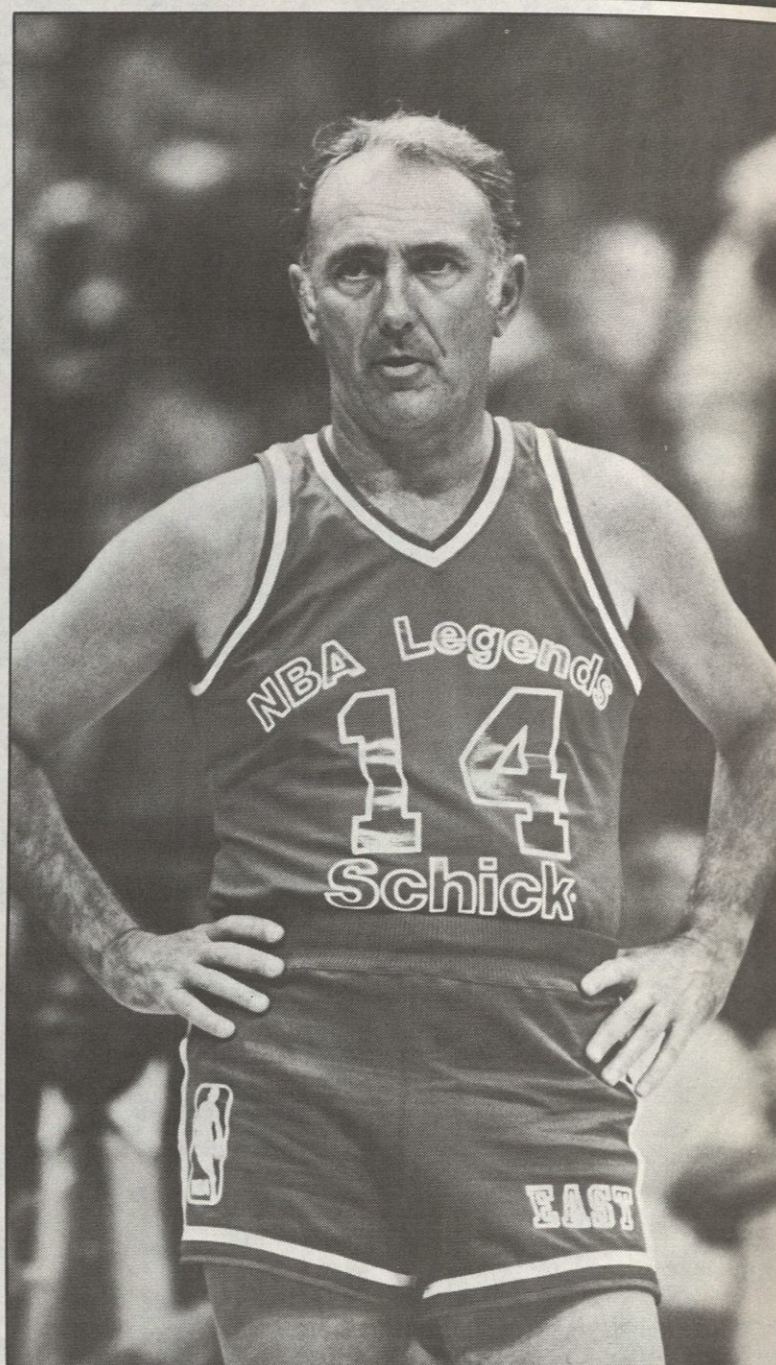
"I don't understand why these statements were made about me," Cousy said. "And I don't understand this trade talk. I'm pretty upset about it. If the Celtics aren't satisfied with my playing, I want to be traded."

This was the same Cousy, a star at nearby Holy Cross College before joining the Celtics, who had threatened to pass up an NBA career rather than join the Tri-Cities Blackhawks, the team which had originally drafted him. And it wasn't long before Cousy realized he was talking without using his head.

"I was still angry at Walter and Red,"



Red shared in frustration.



Bob Cousy: Too much razzle-dazzle.

Cousy said. "Yet I was worried about them wanting to deal me off and I was sore at myself for making such a foolish remark. I kept thinking about how happy I'd been when I joined the Celtics, and the more I thought about it the more I kicked myself for talking as though I wanted to leave."

Brown also realized he said some things he didn't really mean as well. "Maybe I ought to fire myself," Brown said. "I'm so eager to have a winner that I'm more a fan than an executive. I get upset when we lose games. I'm going to keep my big mouth shut."

Outbursts or no, the players didn't think any less of Brown, nor did Auerbach.

"We knew Walter was staking his life on the success of the Celtics," Auerbach said. "Every time we lost, it tore him apart."

So he often let an aching heart do his talking for him."

"As well as being our biggest fan and best friend, he was our worst critic whenever he let his famous temper get loose. But that was the way he was, and you had to love him in spite of it. And the players truly loved him."

Now that all the differences between coach, owner and players had been patched up, the Celtics went on to have a rather respectable season. Boston finished with a 42-30 record, only two games out of first place in the Eastern Division. Cousy led the league in assists with 7.2 a game, was second in the league in scoring with a 19.2 norm, while Macauley (18.9) and Sharman (16.0) were third and seventh, respectively. Macauley (.486) and Sharman (.450) were first and

second in field goal percentage and Sharman's .844 from the charity line made him the league's number-one free thrower. And as if that weren't enough, the Celtics led the NBA in scoring, filling up the basket for 87.7 points every night.

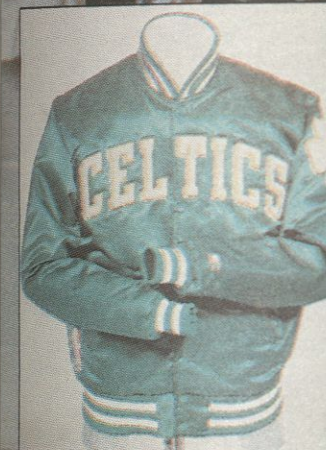
However, the Celtics met the Syracuse Nationals, the Eastern Division champion, in the playoffs and were eliminated two straight in the Eastern finals.

An interesting sidenote to the '53-54 season: Bob Cousy provided the highlight of the year when the Celtics faced the Baltimore Bullets at Worcester Auditorium, on the Holy Cross campus. A sellout throng of 3,800 showed up on February 22, 1954 to greet the hometown hero, and Cousy responded with a 42-point performance. The Celtics won in triple overtime, 111-110.

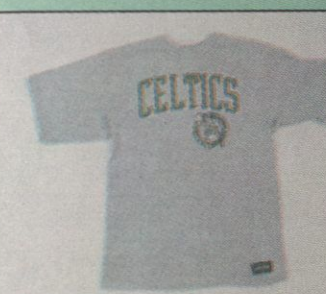
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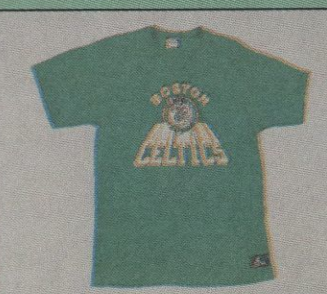
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